

Disruptive integration of digital tools to enhance the communicative dimension in university students in the current context

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Abstract

Education in current times has profound changes, at all levels and in all disciplines; in the case of universities, it has integrated new elements and aspects to consider in the teaching and learning process; a fact that allows to empower the professional that society needs in the current context, maintaining the quality of higher education. The future professional substantially requires a communication capacity to access employment, work and entrepreneurship. The objective is to analyze how the disruptive integration of digital tools enhances the communicative dimension: ability to express, communicate and increase technical vocabulary related to their specialty; identify the means of communication and the way they use them to achieve their profile. The methodology that was used was descriptive - correlational, with a non-experimental - observational design. The study sample was made up of 450 university students from the Social Sciences Area of the public university of the city of Ica, selected through probability sampling, to whom the questionnaire instrument was applied to evaluate the relationship of the variables under study. The result obtained shows a significant correlation at the 0.01 level, which allows determining the relationship between both variables.

Keywords: quality; correlational; discipline; teaching-learning; entrepreneurship