

The role of communication skills in comprehensive university education

El rol de las competencias comunicacionales en la formación universitaria integral

Date of receipt: 2025-03-07 Date of acceptance: 2025-03-28 Date of publication: 2025-05-10

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Abstract

Education is one of the strategic pillars for a society to evolve, which is why the integral formation of students is of vital importance. During the academic stage, students acquire cognitive bases that allow them to generate more knowledge, being communication skills the main resources that facilitate the teaching and learning process; the development of verbal and nonverbal language is evident from basic education until reaching higher education, at this stage people are able to generate and acquire large amounts of information by reading or making use of oral and written expressions, currently, the digital has also favored communication and knowledge construction. In academic training, it is necessary to stimulate communicative competencies so that students improve their form of expression, which is why teachers must intervene to encourage the development of language through techniques and methodologies that generate a feedback process in the classroom. In this sense, this work proposes a review of the role of communicational competencies in integral university education, opting for a documentary type of research to gather information and develop the proposed study.

Keywords: education, communication competences, comprehensive education, language

Resumen

La educación es uno de los pilares estratégicos para que una sociedad evolucione, razón por la cual, la formación integral de los estudiantes es de vital importancia. Durante la etapa académica el estudiantado adquiere bases cognitivas que les permite generar mayor conocimiento, siendo las competencias comunicacionales los principales recursos que facilitan el proceso de enseñanza y aprendizaje; el desarrollo del lenguaje verbal y no verbal se lo evidencia desde la enseñanza básica hasta alcanzar la educación superior, en esta etapa las personas son capaces de generar y adquirir grandes cantidades de información mediante la lectura o haciendo uso de las expresiones orales y escritas, actualmente, lo digital también ha favorecido la comunicación y la construcción de conocimiento. En la formación académica es necesario estimular las competencias comunicativas para que el estudiante mejore su forma de expresión, razón por la cual el docente debe intervenir para incentivar el desarrollo del lenguaje mediante técnicas y metodologías que generen un proceso de retroalimentación en la clase. En este sentido, este trabajo propone una revisión del rol de las competencias comunicacionales en la formación universitaria integral, se opta por una investigación de tipo documental para recopilar información y desarrollar el estudio propuesto.

Palabras clave: educación, competencias comunicacionales, formación integral, lenguaje

Introduction

Education is one of the most important pillars of a productive society. Educational institutions train individuals to become professionals with the qualities and capabilities that enable them to lead the world in its various strategic fields. The teaching and learning process is essential for students to develop their cognitive capacity and be able to face the challenges of a more modern and digitized generation. Comprehensive education focuses on learning that instills responsible attitudes and critical, ethical, and creative thinking in students, with implications for efficiency, efficacy, and effectiveness in addressing the world's various problems (Fajardo and Hernández, 2022). The academic stage of life is a period in which individuals acquire a large amount of information, for which they use reading, oral or written expressions. Currently, the digital age is being leveraged to improve and expand communication processes that enable socialization and the construction of knowledge.

During the teaching and learning process, students acquire new knowledge, and their preparation becomes more complex as they progress through the various educational levels until they reach university, where their training focuses on more specific areas. However, there are topics that are common to any academic field. Communication skills are developed from basic education and are the foundation for students to acquire skills and know how to read, write, listen, and speak adequately, so that their level of linguistic expression gradually improves and the message can be correctly delivered and understood.

Communication skills are embedded in every action teachers take during class. Their ability allows them to direct and execute tasks according to academic plans. These tasks have the primary objectives of generating knowledge and training students to acquire the cognitive resources necessary to advance to higher levels of learning. Verbal and nonverbal language are the primary means of communication that allows people to exchange ideas, thoughts, reasoning, and any content of social interest. Higher education institutions are responsible for creating participatory educational environments to ensure a positive teaching and learning process, thereby stimulating students' cognitive abilities.

Individuals begin their academic preparation through basic education. This allows them to develop language skills and abilities to develop effective communication skills, improving their oral, written, and gestural language skills. This allows them to integrate into society and provide feedback for the teaching and learning process. The educational foundations in the initial stage help improve individuals' language, and their evolution is noticeable until reaching the higher education stage. During the university period, communication becomes more technical since more scientific and technological terms are used. Knowing how to convey understandable content is the best way to apply the communication skills acquired during academic training. The university requires trained, competent students with a remarkable educational foundation, necessary requirements to receive, assimilate, and convey scientific or technological content of various kinds. For this reason, the application of communication skills is important, since choosing an appropriate language allows information to be exchanged in a way that is understandable for both the sender and the receiver.



Educational institutions, through teachers and collaborators, train students personally and academically. Their professional involvement through educational tasks and actions allows improving people's verbal and non-verbal language skills. Pereira et al. (2022, p. 366) mention that communication competence should focus on: "developing reading and writing comprehension and production skills, that is, the statement of oral, written and body communication, based on cognitive and human development." The cognitive activation of the human being through debates, presentations, oral or written evaluations are the main means to encourage communication skills. Additionally, the digital age has motivated the application of resources such as gamification and social media to take advantage of new technologies and develop more interactive learning spaces.

Methodology

The research reflected in the proposed work is documentary in nature. Relevant information is collected through the search and analysis of scientific content available in various physical or digital media. The modern era has facilitated the exchange and acquisition of major works of social impact, regardless of location or language of origin. This allows for supporting the work and generating new knowledge. For the development of the study, it is necessary to investigate and work with information that has scientific and academic support because the content must be credible and up-to-date, which is why databases hosted in libraries or specialized journals are used.

The research needed for this study requires existing input; the information is found in sources such as books, presentations at scientific events, statistics, scientific articles, among others. These types of physical or digital documents constitute the database for documentary research. By conducting the research, novel content can be discovered and new knowledge generated (Arias, 2023).

Given this premise, we now present research contributions that have stood out and are aligned with the proposed topic to answer important questions such as: What has been researched? Why has it been researched? Which communication skills are appropriate in academic training? How are communication skills assimilated? These and other questions will be addressed during the study, which focuses on the role of communication skills in comprehensive university education. This will allow us to understand the impact of language skills and to understand which communication skills are most effective in this modern, digitalized era.

Development of the proposal

Adequate university education is one that focuses on the comprehensive development of the student, since their growth as a human being depends on how they evolve as a person and professional to become competent individuals in society. Education is one of the strategic pillars of the world; its importance lies in preparing students to adequately integrate into the productive sphere. During their time, students learn, perfect, and improve their skills through their cognitive ability. At the university stage, by possessing a considerable level of knowledge, communication skills are important to transmit, understand, and discern large amounts of information. The use of language is an important resource in the academic process. Muevecela and Fuentes (2024, p.

639) add that these skills are “skills that facilitate interaction between people, highlighting the two-way nature of the process.” On the other hand, González and Robalino (2024, p. 38) add, regarding communication skills, that it is essential to integrate verbal, non-verbal, and digital dimensions “to improve the teaching-learning process, since they allow teachers to interact effectively with their students and promote active participation, critical thinking, and reflection.” Comprehensive academic training should focus on developing and enhancing the different communication skills of students, so that they know when and which communication skill is most appropriate to use.

Communication skills are the essence of how a person stands out through correct communication, since they have the knowledge and ability to use verbal or non-verbal language and construct a message that responds to the needs or requirements that a certain context requests to share information; due to new technologies, the term: digital must be included, since virtual platforms and spaces have been developed to expand and diversify communication. Students and teachers are the main actors in the educational process. In their daily activities, they carry out activities that allow them to analyze, understand, interpret, critique, and reflect on issues of social impact. To develop cognitive capacity, it is necessary to explain and present ideas among class members, in a conference or in a seminar to debate the different reasonings (Vila et al., 2023).

Human beings are unique and distinguished from the rest, which is why the mastery of linguistic skills varies depending on the personality and training of each person and this is reflected in the existence of groups that excel or dominate certain communication skills, in this sense we can mention:

1. People whose spoken language excels, making them great speakers.
2. Individuals whose writing proficiency allows them to produce significant works of social impact.
3. Human beings whose nonverbal communication has allowed them to convey messages without the need to use oral or written language.

These groups of people have differentiated themselves by specializing in or preferring certain ways of communicating. It should be noted that there are also those who have received training or whose skills allow them to use different communication skills together. The importance of academic training, especially at the university level, must be framed by building on the foundations and comprehensively training students to master the various language skills and become professionals capable of reading critically, listening attentively, speaking and writing effectively, and understanding nonverbal language to understand and communicate appropriately in different social contexts.

Oral language predominates in the academic field due to the immediacy and clarity with which information can be conveyed. Additionally, writing and reading are the main complements that strengthen the educational process. University academic curricula should focus on activities that require listening, reading, speaking, writing, and other skills to develop the student's well-rounded development.



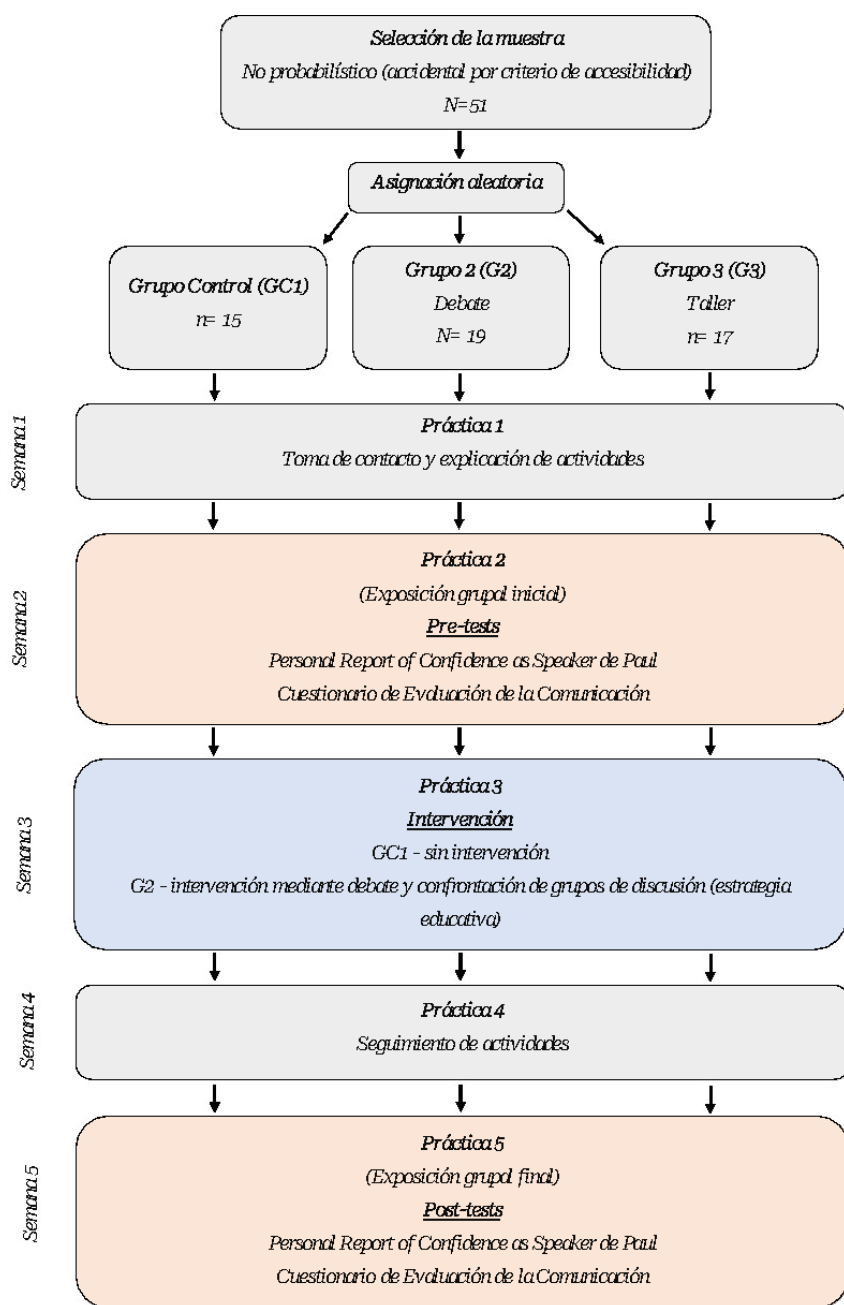
During the teaching and learning process, there are different ways of transmitting the message and building knowledge, with oral and written language being the communicative means that have stood out over the years, their results are the main argument when establishing a certain educational methodology. The communication skills associated with oral language have facilitated the exchange of information in a faster and more dynamic way, dialogue is the most used among people because the tonality of voice and the gestural expressions that directly or indirectly accompany the words generate an environment of greater trust or familiarity, Cuestas (2022, p. 610) adds that: "The ability to express oneself orally and competently is a requirement of today's world, this from communicative situations in everyday life, which is why it is so necessary to develop and strengthen oral skills." Oral communication is the means by which two or more people exchange information. It is a language used daily in different contexts due to its immediacy. Knowing how to express oneself orally is a necessary requirement, especially when a person aspires to excel in a more competitive world of work.

Maldonado et al. (2022, p. 405) applied a (pre-post) experiment with the participation of 51 students of the subject of Psychology of Organizations and Work Teams, which is evidenced in Figure 1; their work reflects an effective communication workshop in which they applied psychoeducational strategies to improve oral competence and generate an environment of active participation in the classroom, positive results were achieved by exposing and motivating students to intervene during classes, in such a way that anxiety and fear are reduced, which also generates an improvement in the expression of ideas, arguments and opinions and encourages active participation and group work, the authors also point out that they carried out "a continuous evaluation throughout the teaching-learning process using as strategies systematic observation, registration and corrections with feedback to the students of all the activities carried out during the development of the subject."

Communicative competence focused on oral language requires the joint participation of two or more people to exchange information. Several factors are necessary for the message to be properly transmitted and interpreted. For example, those involved in the communication process must speak the same language, share knowledge, or have communicative intentions for the dialogues to be understandable. Academic institutions are made up of students with different skills and personalities, which is why it is necessary for teachers to use spoken language with different tones of voice to attract attention and convey a message. By generating active dialogue during the teaching and learning process, an environment of trust is created, in which the class leader monitors and encourages knowledge building.

Figure 1

Sample allocation and phases of the applied experiment..



Note. From "Competencia oral y ansiedad: entrenamiento y eficacia en estudiantes universitarios" ("Oral Competence and Anxiety: Training and Effectiveness in University Students,") by Maldonado et al., 2022, RLCS, Latin American Journal of Communication, 80, p. 407

González (2024, pp. 240-241) in her work regarding language skills and their importance in strengthening communicative competencies, conducts semi-structured interviews and observation sessions to analyze communicative behavior in real situations. The results show

that the development of communication skills is important in education and that language skills enrich social interaction. In this study, participants indicated that using clear oral language helps them convey confidence and authority. Additionally, those who developed outstanding writing skills mention that this helped them when writing reports and emails, important requirements in the workplace. The author of this work adds that oral expression is “The ability to express ideas verbally”, while writing is “The ability to write in a clear and structured manner”. These communication skills are appreciated for their importance in negotiation and conflict resolution in different contexts and are necessary for academic and professional communication. For their part, Saredo et al. (2024, p. 897) point out the importance of academic literacy, with writing and reading being the main communication skills that must be developed, for which university teaching practices were enhanced through the creation of spaces for dialogue, reflection and construction of knowledge. The authors add that in the classes that were observed, reading was developed “collectively in small groups, under the guidance of questions, paying attention to paratexts, and in printed books, which as a whole constituted one of the most enriching contributions of the experience.”

Communication skills focused on oral skills are important to improve teaching and learning processes; clarity and direct communication between teachers and students dynamizes the transmission of messages by stimulating verbal language, which is why it is essential to encourage practice and dialogue, however, there are university students who have developed a low level of oral language, and it is necessary to correct through the intervention of the teacher by implementing methods or strategies that encourage the oral participation of those involved, this is necessary for adequate academic performance, Belduma, (2021, p. 270) mentions that the teacher must depart from the educational practices of the past and focus on “resorting to didactic strategies in which the student works as a team, in this way self-directed teaching is triggered, the student learns to make decisions, propose strategies and participate by sharing their experiences through communication.” New methodologies and academic resources contribute to the comprehensive development of university students. Students improve their writing and speaking skills as they complete their activities. Writing skills are generally practiced in homework assignments, while oral skills are used to generate dialogue and share information.

Vásquez (2022, p. 4398) faced with the problem of university students in Peru, referring to the poor development of communication skills, states that, by applying public speaking, the development of oral language improves, adding that “public speaking programs are closely related to the improvement of communication skills in university students, which will allow them to achieve correct academic and professional performance”, his assertion is supported by the studies that supported his research, since it is evident that in the literature the authors carried out comparison tests of communication skills before and after the application of public speaking programs to university students, improvisation spaces were also carried out and as a result it is shown that, in all cases there is a significant improvement in oral expression, this is because these activities contribute to improving confidence when speaking in public. By carrying out a public speaking activity, it is possible to transmit messages with high informative content so that the receiving audience absorbs and learns new knowledge.

Education, through its teachers, is responsible for the comprehensive development of the student; throughout the different academic stages, knowledge is developed and strengthened through the use of communication skills, since exchanging information requires listening, reading, writing, speaking, gesturing, among other forms of communication. In the university academic setting, oral and written expressions need to be fundamentally developed to energize and communicate ideas and reasoning more clearly. Fernández et al. (2025, pp. 1246, 1253) propose a study to strengthen these communication skills through the implementation of innovative teaching strategies. This is because it is possible to comprehensively develop linguistic skills that favor the construction of knowledge. The authors add that “The application of strategies focused on oral and written expression has proven to be an effective tool for optimizing learning, promoting greater participation, understanding, and applicability of knowledge in different contexts.” Additionally, they point out that digital spaces, writing applications, podcasts, videos, and other interactive resources “allow students to improve their communication skills in a dynamic and engaging way.” New technologies have improved the interaction between teachers and students during the teaching and learning process. The use of multimedia content, virtual reality spaces, augmented reality, gamification, and other virtual resources makes education more dynamic. Currently, there are multiple academic resources available to develop and improve language skills. Reading comprehension, oral and written expression, monologues, and other activities have been used to help reduce fear or insecurities when socializing and communicating.

There are modern alternatives for improving and developing oral expression in the academic field. This communicative competence is developed through activities where spoken language is the primary resource for communication. Podcasts are an innovative resource for fostering oral communication due to their dynamic and spontaneous nature, Mulero et al. (2024, p. 24) by incorporating the podcast as a seminar resource, 218 students from different degrees from a European university transmit contents prepared by them or their teacher, in this communicative space the debate and the evaluation of the experiences on the different topics elaborated in class were established, it is evident that the students have a positive perception of the podcast since it fosters the interest and satisfaction of the participants, the authors mention that the podcast “emerges as a horizontal medium with a minimal hierarchical structure representing a cultural practice that shapes communication instead of simply transmitting it”, additionally, the recordings of the different programs made by the students can be recorded, in such a way that they can be used to provide feedback on the verbal and non-verbal language used in each work session, which helps develop skills such as listening and speaking.

Daher et al. (2022, p. 9) in their study regarding ICT and active methodologies to promote comprehensive university education, report the results of the implementation of an audiovisual device (ICT) and support material, for which 87 students from two Chilean universities belonging to Psychology, Sociology and Social Communication courses created a micro documentary and support material with didactic capsules to consolidate the contents addressed in class. Among their conclusions, the authors point out that active methodologies improve student participation, when applied it is possible to improve the use of dialogue “product of sharing and contrasting different points of view, the need to reach agreements and the greater depth with which the contents were worked on.” The implementation of interactive or multimedia resources favors



academic training and the development of oral expressions; this occurs when teachers direct the class to generate debate and share ideas or criteria by appreciating and listening to the content reflected through technological devices. The teacher is responsible for providing updated information, summarizing concepts, pointing out problems and guiding students in their learning process, so that knowledge is transferred appropriately, educators must use understandable language and apply resources that stimulate cognitive capacity, in addition, students can improve their understanding and retention using oral and written expressions (Astudillo, 2023).

Communication skills are important for comprehensive university education. Oral and written expression are especially important during the academic stage. These skills are the foundation for generating knowledge and communication. However, reading and listening skills are essential to complement the teaching and learning process.

Discussion

Communication skills are necessary for the comprehensive education of university students, which is why it is necessary to develop skills such as listening, speaking, reading, writing, among others. Communicative expression must be developed throughout academic life to generate better opportunities at a professional and social level; the knowledge built in higher education institutions is largely based on the exchange of information carried out in the teaching and learning process. Teachers, being responsible for guiding the training of students, need to use methodologies and resources that allow them to provide feedback on academic content to generate knowledge. Valdez and Pérez (2021, p. 438) mention that “Communicative skills in the educational field are of great importance and significance; academic and school results largely depend on them.”

By investigating the selected information, one understands the importance of knowing how to use different forms of language to find the primary means of conveying concepts, ideas, and reasoning. Verbal and nonverbal language used in the teaching and learning process are utilized in such a way that there are spaces to develop oral competence and other moments to utilize written skills. These two competencies are the ones used recurrently and have the greatest influence on teachers and students. Oral language is used to convey a message quickly and clearly and to establish more dynamic communication, while writing helps reinforce learning through tasks and activities that require writing so that knowledge persists in physical or digital form.

Writing and speaking are the communication resources predominantly used in university academic training. This is evident when observing classes taught in higher education institutions, where dialogue, writing, and student participation can be observed under the guidance of instructors. Oral and written language develops and evolves until interpreters acquire the necessary knowledge to assimilate scientific terms and concepts specific to each professional field.

Oral language is a skill that facilitates communication between two or more people. The opportunities for dialogue fostered during class encourage students to participate, ask questions, and answer questions. Teachers are responsible for generating interaction in the classroom. Their participation is based on methodologies and activities that contribute to the comprehensive

development of students. The literature supporting this study shows that students improve their oral expression when participating in interactive learning activities and that the use of technological resources helps complement their learning.

By implementing innovative technology and teaching methods in education, academic teaching has been improved and made more dynamic. The tools available through platforms, applications, and especially social media, favor the development of communication skills. A clear example is the podcast, a resource that has been used to improve oral expression, so that communication, being spontaneous and interactive, helps counteract negative factors such as fear, anxiety, and insecurity when speaking.

Writing is another means of generating knowledge and communicating. At the university level, this skill is used to reinforce knowledge through tasks and activities where the message must persist, either physically or digitally. Written expression allows students to reflect on what they've learned through reports, texts, and even assessments. Writing skills and reasoning allow for quality writing to be considered even for developing scientific content that contributes to society in its various areas of knowledge.

Oral and written expression are communication skills that complement each other during the teaching and learning process. Human beings have an innate capacity for communication and have used speech and writing as their primary means of sharing information. In the academic field, verbal and nonverbal language allow teachers to transfer their knowledge to students, generating engagement and reinforcing knowledge through feedback. The digital age has diversified the teaching and learning process, providing resources for improving communication skills. Audiovisual materials and digital spaces such as social media are elements that students have preferred to use, abandoning traditional education.

Communication skills are a fundamental part of comprehensive university education. Spoken and written language are widely used in teaching and learning because they are complementary. Furthermore, it is important to consider that skills such as reading and listening are resources that consolidate education and develop knowledge. The literature that has complemented this study reflects that the digital age and new technologies generate new discoveries and methodologies at every turn, which is why it is necessary to update information and understand how these resources contribute to students' comprehensive education.

Conclusions

The various educational levels have relied on communication skills to transfer knowledge from teachers to students, which is why language development is important for establishing communication foundations that support the teaching and learning process. Students must acquire the necessary elements to function in all areas, with writing and speaking being the skills that are developed to the point of mastering scientific conclusions and technical content specific to each professional career.



There are communication skills that human beings develop better than others. Some are skilled at writing, others excel at their oral language, there are individuals whose strengths are listening and reading, and there are even those who are compatible and jointly use the different communication elements to convey or understand a message. In this sense, comprehensive academic training focuses on harnessing these virtues to educate capable and competent people so they can function in the various strategic and productive sectors of society.

Oral and written expression are the communication skills that university students use most regularly in their academic training. This is because they are communicative elements that allow students and instructors to continuously share relevant information to build knowledge. Additionally, skills such as reading and listening are competencies that enhance the teaching and learning process.

The digital age and new technologies have been introduced into education to innovate the way the teaching and learning process is developed. Social media, interactive resources such as podcasts, and audiovisual media are appreciated by students due to their dynamism and immediacy. However, traditional resources such as public speaking are functional strategies that help develop communication skills and reduce fear and insecurities when communicating.

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