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## TEACHING STUDENTS OF ECONOMICS CREATIVE WRITING IN A FOREIGN LANGUAGE

**Submission Date:** November 20, 2024, **Accepted Date:** November 25, 2024,

**Published Date:** November 30, 2024

**Crossref doi:** <https://doi.org/10.37547/ijp/Volume04Issue11-50>

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### ABSTRACT

The article examines modern methods and techniques aimed at teaching students creative writing in a foreign language, taking into account their professional activities and needs. The main focus is on stimulating motivation and interest in writing, developing linguistic and communicative competencies. Valuable recommendations for teaching students creative writing are presented. The focus is on creating a suitable learning environment, providing sufficient time for skill development, offering a variety of writing topics, and emphasizing the importance of grammar and spelling. The importance of feedback and the use of technology in the learning process is emphasized. The course covers relevant and engaging topics related to economics, business and finance, the use of different genres and formats of written work, stimulating the creative writing process, providing feedback and assessment of written work, and organizing student collaboration.

### KEYWORDS

Foreign language, creative writing, economic specialties, motivation, linguistic competence, communicative competence, professional activity, modern teaching methods.

### INTRODUCTION

Knowledge of a foreign language is an important condition for a successful career and personal growth. This is especially relevant for students majoring in economics, who will work in an international

environment, participate in negotiations, conclude contracts and analyze markets.

Creative writing in a foreign language develops not only linguistic but also cognitive, communicative, and

creative skills of students. According to research by a group of scientists (E.V. Zhitkova, N.A. Karpova, E.V. Kozlovskaya), creative writing allows the author to break away from standard templates and show their individuality [4, p.14]. It helps to form a unique style, express one's point of view, argue ideas, attract the audience's attention, and adapt the text to different purposes and situations. However, it is not enough just to know grammar and vocabulary; it is also necessary to be able to creatively write in a foreign language, creating original and interesting texts using various linguistic and stylistic means [4, p.108].

Creative writing in a foreign language also contributes to increasing motivation and interest in learning the language, making the learning process more engaging and diverse. It enhances the productivity of memorizing acquired knowledge, activates the thought process, and reveals students' intellectual abilities [1, p. 7].

Now let's move on to the practical part of our research. To teach students of economic specialties creative writing in a foreign language, it is necessary to apply various modern methods and techniques that take into account the specifics of their professional activities and needs [3, p. 60]. In particular, the following aspects can be highlighted:

- Stimulating motivation and interest in writing. For this purpose, students can be shown examples of successful and creative texts in a foreign language related to economic topics. For example, advertising slogans, business letters, articles from magazines and newspapers, reviews of products and services, etc. can be used. Students can also be given assignments that are relevant and interesting to them, such as writing a

resume, creating a business plan, describing their project or product, etc.

- Developing linguistic competence. This involves enriching vocabulary, grammatical and lexical skills, as well as phonetic and orthographic spelling. Various exercises, games, tests, crosswords, anagrams, etc. can be used. It is also important to provide students with feedback on their texts, pointing out errors and shortcomings, and suggesting ways to correct and improve them.

- Developing communicative competence. This involves forming the ability to adapt the text to the goal, audience, genre, style, and tone. Various tasks can be used that require reformulating, retelling, supplementing, shortening, correcting, or evaluating the text considering different parameters. It is also useful to give students the opportunity to compare and analyze different texts in a foreign language, identifying their similarities and differences, strengths and weaknesses, features, and effects.

- Developing creative competence. This involves fostering students' expression of individuality, originality, creativity, and critical thinking [2, p. 423].

For this, various techniques can be used, such as associations, metaphors, comparisons, contrasts, rhymes, humor, etc. It is also important to give students the freedom to choose the topic, form, content, and presentation of their texts, as well as the opportunity to receive and give constructive criticism and evaluation of their own and others' works.

Learning creative writing in a foreign language is an important and useful component of the educational process for students of economic specialties. It helps them not only to improve their language level but also

to develop professional and personal qualities such as creativity, flexibility, adaptability, confidence, independence, etc. Creative writing in a foreign language also contributes to forming a positive attitude towards the language and culture, as well as broadening students' horizons.

Creative writing in a foreign language is an important and useful skill for students of economic specialties, which helps them not only to improve their language level but also to develop professional and personal qualities. It is necessary to develop linguistic, communicative, and creative competencies, as well as provide students with the opportunity to express their individuality, originality, creativity, and critical thinking. For further study and development of creative writing in a foreign language, it is recommended to use various sources, such as books, internet resources, as well as participate in various projects, competitions, festivals, etc. Creative writing in a foreign language helps to form a positive attitude towards the language and culture, as well as to broaden students' horizons.

There are many valuable recommendations:

- Create an appropriate learning environment: Students should feel comfortable and confident to show their creative potential. Therefore, it is important to create a conducive learning environment that will promote the development of their creative writing skills. Therefore, it is necessary to create a favorable learning environment that will contribute to the development of their creative writing skills.
- Provide students with sufficient time: Creative writing is a process that requires time and patience. Students need to be given enough time to develop their skills and gain experience.

- Offer students a variety of topics: To develop creative writing skills, students need to be provided with diverse topics for writing. This will help them broaden their horizons and develop their imagination.

- Pay attention to grammar and spelling: Although creative writing is an expression of creative potential, grammar and spelling also play an important role. Therefore, it is important to pay attention to grammar and spelling when teaching students creative writing.

- Provide feedback: Feedback is an important aspect of learning creative writing. Students should receive feedback from teachers and peers to improve their skills.

- Use technology: To explore options for working with creative writing technologies and exercises, we turned to the works of German methodologists Bernd Kast and Eva-Maria Jenkins, including the methodological manual "Fertigkeit Schreiben" [6, p. 232] ("Writing Skills"), as well as the work of Jutta Wolfrum "Kreatives Schreiben" ("Creative Writing") [7, p. 183]. There are many technologies that can help students develop creative writing skills [5, p. 15]. For example, online resources, applications, and programs can be used to teach creative writing.

Teaching students of economic specialties creative writing in a foreign language can be a challenging task, but with the right approach, it is entirely possible.

- Integration of language and content: When teaching a foreign language, it is important to integrate language skills with the content that students study within their specialty. This will help students better understand how to use the foreign language in the context of their field of knowledge.

- Practice of creative writing: Offer students various assignments, such as writing essays, short stories, or even poetry in a foreign language [8, p. 107]. This will help develop their creative abilities and improve their language proficiency.

- Use of real materials: Use articles from business journals or economic reports in a foreign language so that students can see how the language is used in real situations.

- Feedback and editing: Provide students with feedback on their written work and give them time for editing and improvement. This will help them improve their writing skills and become more confident in their language proficiency.

- Group work: Encourage students to work together on writing assignments. This will help them learn from each other and develop teamwork skills.

- Constant practice: The more students practice writing in a foreign language, the better they become. Therefore, it is important to provide them with numerous opportunities for practice [9, p. 190].

So, creative writing in a foreign language is the ability to create original and interesting texts using a variety of linguistic means and techniques. It promotes the development of creative thinking [10, p. 230], communicative competence, and motivation to learn a foreign language. To teach students of economic specialties creative writing in a foreign language, researchers recommend the following:

- Choose relevant and attractive topics related to economics, business, finance, etc. For example, students can be asked to write an advertising slogan

for a new product, create a business plan for a startup, or describe their dream career.

- Use various genres and formats of written works such as essays, stories, letters, reviews, articles, blogs, etc. This will help students develop skills in argumentation, description, opinion expression, critical thinking, and more.

- Stimulate the creative writing process with a variety of assignments, such as associations, analogies, metaphors, rhymes, etc. This will help students activate their vocabulary, grammatical structures, phonetic skills, and more.

- Provide feedback and evaluation of written works using various criteria such as content, structure, language, style, originality, etc. This will help students improve their written works, correct errors, consider comments and advice.

- Organize group work among students in pairs and groups using various forms of cooperation such as discussions, debates, role-playing games, project work, etc. This will help students develop interaction, cooperation, and agreement skills.

Thus, creative writing in a foreign language is not only an effective teaching method but also an engaging activity that can bring students of economic specialties a lot of benefits and enjoyment. Let's consider various aspects of creative writing in a foreign language, such as its essence, goals, means, techniques, communication, and teaching.

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