

## TEACHING ECONOMICS STUDENTS TO WRITE COMPETENTLY AS PART OF THE INTEGRATION OF INNOVATIVE TECHNOLOGIES

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### ABSTRACT

The article examines the importance of strong writing in the preparation of economics students, emphasizing its role in professional activities, including scientific and business writing, data analysis, and business correspondence.

The author focuses on the fact that for a successful career in economics, theoretical knowledge is not enough; the ability to clearly and correctly express one's thoughts is necessary, which helps to increase efficiency and build trust on the part of partners and clients. The most important areas, such as the use of virtual platforms and online courses, automated tools for text correction and analysis, analytical tools for working with given data, as well as gamification of the educational process. These technologies not only improve the quality of learning, but also make it more accessible, personalized and flexible.

**Keywords:** competent writing, economics students, innovative technologies, online courses, automation, data analytics, gamification.

### INTRODUCTION

In the modern world, competent writing is an integral part of students' professional preparation, especially in disciplines such as economics. Economists not only work with numbers and data, but also must be able to effectively communicate their ideas, research results and forecasts. In the context of rapidly developing technologies, teaching competent writing is becoming an important part of the educational process. The integration of innovative technologies into the teaching of economic literacy can significantly improve the quality and effectiveness of this training.

#### 1. The role of competent writing in economics.

Good writing helps economics students develop the ability to express their thoughts logically and coherently. This is especially important for economic research, analytical reports, and essays that require clarity and accuracy in communicating complex ideas and data. The inability to competently and correctly express your thoughts can negatively affect the reputation of a student or specialist.

In the field of economics, it is important not only to have knowledge, but also to be able to convey it to the present day. Errors in the text can reduce the understanding of the author's competence, even if his ideas are of a high level.

Competent writing builds trust in the author of the text, which is especially important in public reports, speeches, scientific publications and business communications. Clear, error-free communication of decisions helps ensure accountability and attention to detail.

Economics students need competent writing to write high-quality scientific and business documents, such as term papers and dissertations, reports, studies, business plans and other

materials. Errors in such documents can affect estimates or lead to misunderstandings when making business decisions.

In the future, when a student becomes a specialist in the economic field, he will have to conduct business correspondence, draw up reports, presentations and other basic documents. Writing clearly and accurately helps you communicate effectively with colleagues, clients, managers, and colleagues, which is important for career success.

Economists are often faced with the need to analyze and synthesize large amounts of information, write reports, articles and presentations, where it is important to follow the rules of text structure and correctly format links, quotations and tables. This requires not only knowledge in the field of economics, but also the ability to correctly format your research.

There are many characteristic terms and concepts in economics, and proper use of language helps to avoid misunderstandings, both in English and in other countries. Good writing skills provide the precise ability to convey complex ideas and handle ambiguity, which is important in international business communication.

Good writing plays a key role in preparing economists because successful communication is not only about analyzing the ability to communicate data, but also about the ability to convey your thoughts clearly and persuasively to colleagues, clients and management. Economists regularly write reports, policy briefs, studies, strategies, and business correspondence.

Such competent and structured writing is a skill for every professional in the field.

Also, good writing:

- Increasing trust from partners and clients;
- Improving professional image;
- More efficient data sharing and research.

## **2. Modern innovative technologies in teaching writing.**

Innovative technologies have radically changed the approach to learning. In the second year of teaching economics students how to write competently, several key words can be identified:

### **2.1. Virtual platforms and online courses**

In recent years, online courses and educational platforms have been actively developing, offering various modules and training on writing skills. Platforms like Coursera, edX and other methods for writing analytical reports, research papers, as well as mastering the style of business communication. Students can study materials in a format convenient for themselves, as well as complete practical tasks and receive feedback.

### **2.2. Automated tools for text correction and analysis**

Modern technology uses a number of tools that can significantly improve the quality of written work. Some of these tools are programs for automatically correcting grammar, style and text structure, such as Grammarly, LanguageTool, ProWritingAid. These tools help students quickly identify errors and improve their writing style, which is especially useful when writing scientific and business texts.

In addition, programs powered by artificial intelligence can analyze text for logical inconsistencies, support the stage and generate documents, which helps students produce high-quality and logical results and research papers.

### **2.3. Using Big Data and Analytical Tools**

For economists, competent analysis and presentation of data is especially important. Modern technologies make it possible to integrate data (big data) skills into the process of writing reports and research. Students learn to use analytical tools to collect, process, and visualize data, resulting in better written information presentation.

Programs and tools such as Microsoft Excel, Tableau, Python, and R allow economists to not only analyze data, but also write and write the analysis effectively, which increases the value and credibility of research.

### **2.4. Interactive and gamified teaching methods**

The use of gamification in the educational process helps students not only master theoretical knowledge, but also develop practical skills. Game elements can be used to practice writing skills, especially in current economic correspondence, drawing up reports and analytical notes. Programs based on simulations and business games allow students to work with real cases, which makes it possible to develop competent skills and effective writing in an environment that is as close as possible to professional practice.

## **3. Basic principles for effectively teaching economists to write using technology.**

Important principles for effectively teaching economics students to write competently with the integration of effective technologies are:

### **3.1. Individualization of training**

Modern technologies make it possible to take into account the characteristics of students. Using online platforms and analytical tools, teachers can track the progress of each student, provide personalized recommendations and techniques that significantly improve learning efficiency.

### **3.2. Mobility and accessibility**

Internet resources and mobile applications allow students to study anywhere and at any time. This gives them flexibility in mastering the material and opportunities to practice writing at times that suit them.

### **3.3. Feedback and cooperative learning**

Airborne systems and collaboration tools (such as Google Docs, a group discussion platform) allow students to receive regular feedback from both instructors and peers, which helps improve learning skills and improve the quality of their work.



## CONCLUSION

Integrating advanced technology into teaching economics students how to write well is an important step toward improving the quality of economics education. Modern tools and platforms provide new opportunities for students to learn and improve their writing skills. Ultimately, competent writing becomes not only a means of transmitting information, but also the most important competitive advantage in the career of an economist, which makes it an integral component of training specialists in the field of economics. Competent writing is not only a tool for expressing your thoughts, but also an important tool for a successful academic and professional career as an economist. . This helps to change critical and systems thinking, improve financial levels and make interactions with colleagues and clients more effective.

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