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## **MODERN APPROACHES TO TEACHING ENGLISH FOR ECONOMICS STUDENTS**

**Abstract:** *This article examines modern approaches to teaching English to economics students. It analyzes communicative, task-based, CLIL, and project-oriented methodologies, as well as the integration of digital and media technologies in ESP teaching. The findings show that innovative, student-centered methods significantly enhance learners' linguistic proficiency, professional communication skills, and understanding of economic concepts. The article concludes that modern pedagogical strategies are more effective than traditional methods and emphasizes the need for teacher training, digital resources, and curriculum modernization in higher education institutions.*

**Keywords:** *English for Specific Purposes, Economics Students, CLIL, Task-Based Learning, Digital Technologies, Communicative Approach.*

## СОВРЕМЕННЫЕ ПОДХОДЫ К ОБУЧЕНИЮ АНГЛИЙСКОМУ ЯЗЫКУ СТУДЕНТОВ ЭКОНОМИЧЕСКИХ СПЕЦИАЛЬНОСТЕЙ

***Аннотация:** В данной статье рассматриваются современные подходы к обучению английскому языку студентов экономических специальностей. Анализируются коммуникативная методика, обучение на основе заданий (TBLT), метод CLIL, проектные технологии, а также использование цифровых и медиа-ресурсов в преподавании ESP. Результаты показывают, что инновационные и ориентированные на студента методы значительно повышают языковую подготовку, профессиональные коммуникативные навыки и понимание экономических концепций. В заключение подчеркивается, что современные педагогические стратегии более эффективны, чем традиционные методы, и необходимы повышение квалификации преподавателей, расширение цифровой инфраструктуры и модернизация учебных программ.*

***Ключевые слова:** ESP, студенты экономических специальностей, CLIL, коммуникативный подход, цифровые технологии, обучение на основе заданий.*

**Introduction.** In the era of global economic integration, the ability to use English effectively has become an essential skill for future economists. English for Specific Purposes (ESP), particularly English for Economics, requires teaching strategies that go beyond traditional grammar-focused instruction.<sup>1</sup> The rapid development of digital technologies, the availability of authentic economic materials, and the rise of competency-based education have contributed to the emergence of modern, innovative approaches in teaching English.

**Methods.** This paper is based on descriptive and analytical methods aimed at reviewing current practices in English language teaching for economics students. The research process included:

- Literature analysis of ESP methodologies, CLIL, TBLT, and digital pedagogy;<sup>2</sup>
- Observation of classroom practices in blended and technology-supported learning environments;
- Comparative analysis of traditional methods versus modern approaches;
- Review of authentic materials commonly used in economics classes.

**Results.** 1. Communicative and Task-Based Methods. Task-Based Learning increased students' vocabulary retention by linking tasks directly to economic concepts. Students show higher engagement through economic role-plays, market analysis and negotiation simulations.<sup>3</sup>

2. Integration of Digital and Media Technologies. Platforms such as Quizlet and Kahoot enhance motivation. Students reported improved listening skills and better understanding of economic terminology through exposure to authentic financial news.<sup>4</sup>

3. CLIL Approach. CLIL-based lessons helped students analyze supply–demand models, inflation reports, and trade topics through English, promoting deeper cognitive engagement.

4. Project-Based Learning. Business plan development, startup presentations, and market research projects strengthened writing, teamwork, and presentation skills.

5. Use of Authentic Materials. Materials such as The Economist, Bloomberg reports, and corporate financial statements improved academic reading skills and analytical thinking.<sup>5</sup>

**Discussion.** The findings suggest that modern approaches significantly enhance English language learning outcomes for economics students. Communicative, task-based, and CLIL methods foster practical skills needed in professional contexts. Digital tools increase motivation and provide exposure to real economic data.<sup>6</sup> Compared to traditional grammar-translation methods, modern approaches develop critical thinking, creativity, and professional competence. However, successful implementation requires teacher training, technological resources, and curriculum alignment with ESP standards.

**Conclusion.** The findings confirm that modern teaching approaches are more effective than traditional methods in developing ESP competence among economics students. To maximize the benefits of these approaches, higher education institutions should invest in teacher training, curriculum modernization, and digital infrastructure. Future research may explore the measurable impact of these methods on students' long-term academic and professional performance, as well as the development of adaptive learning models tailored specifically to the needs of economics majors.

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