

# Formation of Professional Speech Culture in Economics Students

**Ramazanova Roza Abilovna**

Senior Lecturer at Tashkent State University of Economics

## Abstract

The article examines the problem of forming professional speech culture in economics students, driven by modern requirements for specialists in the digital economy and globalization. The relevance of the topic lies in the fact that an economist's successful professional activity is inextricably linked to effective communication and the ability to present analytical data persuasively. The paper defines the professional speech culture of an economist and identifies its key components: linguistic, communicative, and psychological. It analyzes the main challenges students face, such as inability to conduct business negotiations, fear of public speaking, and low business writing skills. Comprehensive methodological approaches to solving this problem are proposed and substantiated, including the integration of disciplines, the use of the case method, project activities, and specialized training. The author concludes that a systematic approach to developing speech competencies is an essential part of training highly qualified economists capable of working successfully in the modern business world.

**Keywords:** professional speech culture, economics students, communicative competencies, business speech, public speaking, teaching methods.

## Introduction

In modern conditions, when the economy is becoming more integrated and digital, the requirements for professional competencies of specialists are constantly growing. A successful economist, financier, or analyst should have not only deep knowledge in their field, but also the ability to communicate effectively. Professional speech culture is becoming a key success factor. This concept goes beyond just speaking fluently; it includes the ability to express your thoughts clearly, logically, and convincingly, verbally and in writing, conduct business negotiations, draw up financial documents, and speak to an audience. Unfortunately, the traditional system of higher economic education does not pay enough attention to the development of these skills. The curricula focus on theoretical and applied disciplines such as macroeconomics, financial management, econometrics, and accounting, while communication competencies remain on the periphery. As a result, many graduates, having an excellent theoretical base, experience serious difficulties in their practical application in real professional situations, which reduces their competitiveness in the labor market.

The purpose of this article is to analyze the problem of the formation of professional speech culture among students of economics and to propose effective methodological approaches for its systematic solution.

1. Theoretical foundations and essence of professional speech culture of an economist Professional speech culture is a multifaceted phenomenon that includes several interrelated components that collectively ensure successful communication in a business environment. Linguistic component: proficiency in professional terminology, the ability to build logical and grammatically correct statements. An economist's speech should not only be correct, but also accurate, based on facts, figures, and data. It is the ability to use a specialized language in appropriate situations, avoiding ambiguity. Communicative component: the ability to engage in effective dialogue, negotiation, argumentation, and persuasion. This includes active listening skills, the ability to ask the right questions, find compromises, and articulate your position clearly. It is also important to be able to adapt your communication style to different audiences, from colleagues to clients and investors. Psychological component: self-confidence, emotional resilience and willingness to speak publicly. The economist often he finds himself in situations that require determination and stress tolerance, whether it's defending a project in front of management or presentation of a new business plan. The ability to manage your to speak convincingly, despite the excitement, is critically important.

2. Analysis of existing problems Insufficient attention to speech competencies in universities leads to a number of serious problems that manifest themselves in practice: Poor business writing skills: Students often have difficulty writing official letters, memos, analytical reports, and business plans. Their texts may be

unstructured, contain stylistic and grammatical errors, which undermines the image of a specialist. Inability to conduct a professional discussion: graduates are not always able to clearly formulate their position, argue it and competently respond to objections. This prevents them from participating effectively in meetings, brainstorming sessions, and negotiations. Fear of public speaking: many students are not ready for a presentation your projects or theses in front of an audience. Lack of confidence in however, poor preparation and lack of practice lead to the fact that even well-developed material loses its value.

3. Methodological approaches to the formation of speech culture To effectively solve the above problems, it is proposed use an integrated approach that should be integrated into the entire educational process. Integration of disciplines: it is necessary to include elements of speech culture in specialized courses. For example, teachers may require students not only to solve a problem, but also to provide a detailed written or oral explanation. Seminars can include role-playing games on negotiation or product presentation.

**Case method:** the analysis of real economic situations allows students not only to apply theoretical knowledge, but also to practice oral and written communication skills. Discussing cases in groups develops the ability to argue and listen, and also allows you to master professional terminology in context.

**Project activity:** work on real projects (development of a business plan, financial analysis of an enterprise, marketing research) requires students to perform all types of speech activities: from writing a report and presenting the results to defending the project before the commission. Specialized trainings and courses: the inclusion of practical courses in "Business Communication", "Public speaking" or "Public speaking" in the curriculum. As part of these courses, students will be able to practice practical skills in a controlled environment under the guidance of experts, receive feedback and overcome psychological barriers. The formation of the professional speech culture of students of non-philological specialties is aimed at developing the skills of mastery of the norms of the literary language, the ability to use linguistic means in professional activities and adhere to ethical standards of communication. To achieve this goal, students should study the norms of the language at all its levels, develop communication skills and understand the features of functional speech styles, which increases their competitiveness and contributes to professional success. What is professional speech culture? Language proficiency: It is the knowledge and application of the rules of pronunciation, stress, grammar, usage, and other aspects of literary language. Communicative competence: the ability to effectively use language tools in various communication situations, in accordance with the goals and content of speech. Ethical standards: following the principles and rules of ethical communication. Why is this important for non-philologists? Professional activity: high-quality speech directly affects success in any professional field, from engineering to medicine. Confidence and authority: Good speech increases self-confidence, as well as arouses the interest and respect of colleagues, clients, and management. Competitiveness: a high level of speech culture makes a specialist more in demand in the labor market.

How is speech culture formed? Language proficiency: It is the knowledge and application of the rules of pronunciation, stress, grammar, usage, and other aspects of literary language. Communicative competence: the ability to effectively use language tools in various communication situations, in accordance with the goals and content of speech. Ethical standards: following the principles and rules of ethical communication. Why is this important for non-philologists? Professional activity: high-quality speech directly affects success in any professional field, from engineering to medicine. Confidence and authority: Good speech increases self-confidence, as well as arouses the interest and respect of colleagues, clients, and management. Competitiveness: a high level of speech culture makes a specialist more in demand in the labor market. How is speech culture formed? Learning the norms of language: systematic study of language norms, both orally and in writing. Analysis of functional styles: understanding the features of professional speech styles specific to different industries. Skill development: purposeful development of the ability to use expressive language tools. Ethics of communication: awareness of the importance of ethical aspects in professional communication. The main task is not only to teach the rules of the language, but also to develop students' ability to apply this knowledge in practice, using language as a tool of professional activity. 4

### **Conclusion**

The formation of the professional speech culture of economics students is not an additional, but a fundamental task of higher education. Only an integrated and systematic approach that combines theoretical training with practical development of communication skills will allow us to prepare truly competitive and in-demand specialists who are able to successfully solve complex tasks in the modern business world.

The formation of the professional speech culture of economics students is an integral part of their professional training and future successful career. The analysis shows that the development of communicative competencies, the ability to express their thoughts correctly and convincingly in oral and written form, and the possession of specialized terminology directly affect the quality of professional activity and the competitiveness of graduates in the labor market.

As a teacher, it is important to apply an integrated approach: combine theoretical knowledge with practical tasks, business communication trainings, case analysis and role-playing games. Only systematic work on speech culture will allow students to master the necessary skills, increase confidence in communicating with colleagues and clients, and form a professional image of an economist.

Thus, the formation of a professional speech culture of economics students is not limited to teaching the rules and norms of language, but is a strategic tool for developing the personality of a future specialist who is able to effectively interact in a professional environment.

### List of literature

1. Abramova G. S. Psychology in higher education. Moscow: Akademiya, 2017. 352 p.
2. Vvedenskaya L. A., Pavlova L. G. Culture of speech and business communication. — Rostov n/A: Phoenix, 2018. 256 p.
3. Eremina E. I. Formation of professional communicative competence of students of non-philological specialties // Bulletin of Kazan Technological University. - 2013. — No. 22. — pp. 268-271.
4. Kuznetsov I. N. Business communication: textbook. — M.: Norma, 2019. — 480 p.
5. Rosenthal D. E., Golub I. B., Telenkova M. A. Modern Russian language. Moscow: Iris Press, 2018. 768 p.
6. Skvortsov L. I. Culture of Russian Speech, Moscow: Nauka Publ., 2015, 432 p.
7. Shipitsyna O. A. Formation of professional speech culture of economics students // Education and self-development. — 2014. — No. 1. — pp. 98-102.
8. Yagudina N. A. Speech culture as a professionally significant quality of personality // Bulletin of the Moscow State Pedagogical University. Series: Pedagogy and Psychology. — 2016. — № 3 (37). — Pp. 89-95.