

Instructing the English language with a focus on learners' professional contexts: the significance of English for Specific Purposes (ESP) for Finance students.

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English for Specific Purposes (ESP) is essential in providing finance students with the linguistic abilities required to thrive in their professional settings, allowing them to communicate proficiently in a global financial landscape. This customized approach not only improves their vocabulary and understanding of sector-specific language but also builds confidence in their capacity to interact with peers, clients, and stakeholders from various cultural backgrounds. By concentrating on real-life situations and practical uses, ESP programs can effectively connect academic education with professional requirements, ensuring that finance students are adequately equipped to handle the intricacies of their domain. Such programs frequently include case studies, simulations, and role-playing activities that replicate genuine financial transactions and negotiations, offering students practical experience while enhancing their language skills. This hands-on learning not only reinforces theoretical understanding but also provides students with the critical thinking and problem-solving abilities essential for succeeding in ever-changing financial landscapes. These competencies are vital for adjusting to the rapid pace of global finance, where proficient communication and cultural sensitivity can greatly influence business results.

In this paper, lessons and a variety of vocabulary are provided for finance faculty students and the educators who instruct them. The significance of lesson planning in teaching ESP is crucial, as it allows teachers to customize their lessons to address the unique needs of learners while ensuring that educational goals correspond with real-world applications within the finance sector. Well-structured lesson planning not only boosts student involvement but also cultivates a more profound comprehension of intricate financial principles, equipping students with the necessary tools to successfully navigate their future professions. By integrating engaging activities and real-world

case studies, educators can foster a lively learning atmosphere that promotes critical thinking and the application of financial concepts in practical contexts.

Lesson Plan: Choosing Jobs (Career in Finance)

Level: Intermediate to Advanced

Duration: 60–90 minutes

Objective: Students will explore various aspects of pursuing a career in finance, including searching for employers, understanding reasons for choosing this field, presenting skills to employers, writing a cover letter, and using Present Continuous and Present Simple tenses in the context of job applications.

1. Introduction (10 mins)

- **Objective:** Set the context and engage students.
- **Activity:** Begin by discussing with the students the idea of choosing a career. Ask them questions like:
 - What is a career in finance?
 - Why do you think people choose finance as a career?
 - Do you know any financial employers or organizations?
- **Outcome:** Encourage students to think about what they want in a career and introduce the concept of financial employers.

2. Searching Financial Employers (15 mins)

- **Objective:** Teach how to search for financial employers and organizations.
- **Activity:**
 - Provide a list of well-known financial companies (e.g., banks, investment firms, insurance companies).
 - In groups or pairs, students will research one company and gather information (company's values, culture, and job roles in finance).
 - Share findings with the class.
- **Outcome:** Students will learn how to research employers and understand the types of organizations they could work for in finance.

3. Listening: Reasons for Going into Finance (10 mins)

- **Objective:** Understand motivations for pursuing a career in finance.
- **Activity:** Play an audio or video (real-life professionals talking about why they chose finance). Follow with questions:
 - Why did they choose a career in finance?
 - What challenges do they face?
 - What is the most rewarding part of working in finance?
- **Outcome:** Students will understand different perspectives on why people choose careers in finance.

4. Speaking: Presenting Your Skills to an Employer (15 mins)

- **Objective:** Practice presenting one's skills effectively in a job interview or application.
- **Activity:**
 - Role-play in pairs: One student acts as the employer, and the other presents their skills and experience related to finance.
 - Focus on using appropriate vocabulary for finance (e.g., analytical skills, financial analysis, risk management).
 - After role-playing, students provide feedback to each other.
- **Outcome:** Students will practice speaking confidently and clearly when presenting themselves to potential employers.

5. Writing: Covering Letter (15 mins)

- **Objective:** Learn how to write a professional cover letter for a job application in finance.
- **Activity:**
 - Provide students with the outline of a cover letter (introduction, skills, why the company, closing).
 - Ask them to write a short cover letter for a finance job they are interested in (use one of the companies researched in Activity 2).
- **Outcome:** Students will improve their writing skills and know how to structure a cover letter.

6. Question Types: Present Continuous and Present Simple Tenses (10 mins)

- **Objective:** Review and practice using Present Continuous and Present Simple tenses in the context of job searching.
- **Activity:**
 - Present sentences using both tenses related to job applications:
 - Present Simple: "I apply for jobs regularly."
 - Present Continuous: "I am applying for a job today."
 - Ask students to write 5 sentences using each tense, e.g., describing their current job search or daily activities.
- **Outcome:** Students will have a better understanding of when to use Present Simple vs. Present Continuous in the context of job searching and career discussions.

7. Reading: What Can You Expect from a Career? (10 mins)

- **Objective:** Explore the benefits and expectations of a career in finance.
- **Activity:**
 - Provide a reading passage or handout that describes a typical career in finance (salary expectations, job responsibilities, work-life balance, etc.).
 - After reading, discuss in groups:
 - What surprised you about the career expectations?

- Do you think a finance career is for you? Why or why not?
- **Outcome:** Students will have a clearer understanding of what to expect from a career in finance.

8. Conclusion and Homework (5 mins)

- **Objective:** Review the lesson and assign follow-up tasks.
- **Activity:** Recap the key points of the lesson:
 - How to search for employers
 - Reasons for choosing finance as a career
 - How to present yourself and write a cover letter
 - The usage of Present Continuous and Present Simple tenses
- **Homework:** Write a detailed cover letter applying for a job at one of the financial companies they researched earlier. Additionally, prepare for a mock interview next class by reviewing common finance-related interview questions.

Materials Needed:

- Audio or video for listening activity
- Research materials on financial employers
- Worksheet for cover letter structure
- Reading passage about careers in finance

VOCABULARY FOR FINANCE FACULTY STUDENTS

General Financial Vocabulary

1. **Asset** – A resource owned by an individual or company that is expected to bring future economic benefits.
2. **Liability** – An obligation or debt that an individual or company owes.
3. **Equity** – The value of ownership in a company, often in the form of stock.
4. **Revenue** – The total income generated by the sale of goods or services.
5. **Profit** – The financial gain after subtracting expenses from revenue.
6. **Loss** – The situation when expenses exceed revenue, resulting in negative financial performance.
7. **Investment** – The act of allocating money into assets or ventures with the expectation of making a profit.
8. **Return on Investment (ROI)** – A measure of the profitability of an investment.
9. **Capital** – The financial assets or resources that a company uses to fund its operations.
10. **Market Share** – The portion of a market controlled by a particular company or product.
11. **Risk** – The possibility of loss or negative outcomes in an investment or financial decision.

Types of Financial Institutions

1. **Bank** – A financial institution that provides various financial services, including loans, savings accounts, and investments.
2. **Insurance Company** – An institution that provides insurance policies to protect against risks such as accidents, illness, and property damage.
3. **Investment Firm** – A company that manages funds or portfolios to maximize returns for clients.
4. **Mutual Fund** – A pool of funds from many investors used to buy stocks, bonds, or other securities.
5. **Hedge Fund** – An investment fund that uses advanced strategies to maximize returns, often involving higher risk.
6. **Credit Union** – A non-profit financial institution that provides financial services to its members.

Financial Statements Vocabulary

1. **Balance Sheet** – A financial statement that shows a company's assets, liabilities, and equity at a specific point in time.
2. **Income Statement** – A financial report that summarizes revenue, expenses, and profits over a period of time.
3. **Cash Flow Statement** – A report showing the movement of cash into and out of a company over a specific period.
4. **Profit and Loss Statement (P&L)** – A summary of the revenues, costs, and expenses incurred during a specific period.
5. **Gross Profit** – Revenue minus the cost of goods sold, excluding operating expenses, taxes, and interest.

Financial Jobs and Roles Vocabulary

1. **Financial Analyst** – A professional who analyzes financial data to help companies make business decisions.
2. **Accountant** – A person responsible for managing financial records and ensuring financial compliance.
3. **Investment Banker** – A person who helps companies raise capital by issuing stocks and bonds.
4. **Risk Manager** – A professional responsible for identifying and managing potential risks in a company's financial activities.

5. **Portfolio Manager** – A person who oversees a portfolio of investments, ensuring it aligns with the investor's goals.
6. **Auditor** – A professional who examines financial records to ensure accuracy and compliance with laws.
7. **Chief Financial Officer (CFO)** – The executive responsible for managing a company's financial actions, strategies, and health.

Financial Markets Vocabulary

1. **Stock Market** – A marketplace where stocks (equity shares) are bought and sold.
2. **Bond** – A debt security where an investor loans money to an entity in exchange for periodic interest payments and the return of the principal at maturity.
3. **Commodity** – A raw material or primary agricultural product that can be bought and sold, like gold, oil, or wheat.
4. **Forex (Foreign Exchange)** – The global market for trading currencies.
5. **Securities** – Financial instruments that represent ownership (stocks) or debt (bonds).
6. **Market Capitalization** – The total market value of a company's outstanding shares of stock.

Key Financial Concepts and Terms

1. **Diversification** – The strategy of spreading investments across various assets to reduce risk.
2. **Liquidity** – The ease with which an asset can be quickly converted into cash without affecting its price.
3. **Interest Rate** – The percentage at which interest is charged or paid for the use of money.
4. **Inflation** – The rate at which the general level of prices for goods and services rises, leading to a decrease in purchasing power.
5. **Deflation** – A decrease in the general price level of goods and services.
6. **Dividend** – A portion of a company's profits paid to shareholders.
7. **Capital Gain** – The profit made from selling an asset (such as stocks or property) for more than it was purchased.
8. **Depreciation** – The reduction in the value of an asset over time, often due to wear and tear.

Financial Analysis Vocabulary

1. **Ratio Analysis** – The analysis of financial ratios to assess a company's performance and financial health.

2. **Debt-to-Equity Ratio** – A measure of a company’s financial leverage, comparing its total debt to shareholders’ equity.
3. **Earnings Per Share (EPS)** – The portion of a company’s profit allocated to each outstanding share of stock.
4. **Price-to-Earnings Ratio (P/E Ratio)** – A valuation ratio, calculated by dividing the market price per share by the earnings per share.
5. **Return on Equity (ROE)** – A measure of a company’s profitability relative to shareholders' equity.

Other Financial Vocabulary

1. **Taxation** – The process of levying taxes on income, property, or transactions by government entities.
2. **Mergers and Acquisitions (M&A)** – The process of companies combining (merger) or one company purchasing another (acquisition).
3. **Credit Rating** – A score that evaluates the creditworthiness of a borrower, including individuals and companies.
4. **Financial Forecasting** – The process of estimating a company’s future financial performance based on historical data and market trends.
5. **Monetary Policy** – The management of money supply and interest rates by a government or central bank to influence economic conditions.

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