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DEVELOPMENT OF STUDENTS' CREATIVE WRITING SKILLS THROUGH DIGITAL PLATFORMS

Digital platforms have become an essential tool for enhancing students' creative writing skills in modern educational environments. Researchers highlight that digital technologies stimulate learners' autonomy, increase engagement, and encourage experimentation with linguistic forms (Alzumor, 2024). Creative writing, when supported by interactive online tools, allows students to explore new narrative techniques and develop original stylistic choices (Cook, 2018). Furthermore, digital learning environments promote multimodality and collaborative creativity, which strengthens students' motivation and confidence (Fisher, 2020; Gee, 2022).

The use of blogs, forums, interactive storytelling platforms, and AI-assisted writing tools helps students generate ideas, receive immediate feedback, and refine their drafts through iterative revisions (Al-Said, 2021). Such platforms also support peer assessment, which fosters critical thinking and improves students' reflective writing practices (Hobbs, 2019). Integrating digital platforms into the writing classroom additionally enhances lexical diversity and syntactic complexity, as students interact with authentic materials and contemporary communicative formats (Rahimi & Fathi, 2021).

Studies demonstrate that digital learning environments expand opportunities for personalized learning, enabling students to choose writing genres, formats, and digital tools that suit their interests and learning styles (Warschauer & Liaw, 2019). Creative writing instruction through digital platforms also aligns with modern pedagogical approaches such as constructivism and connectivism, which emphasize interactive learning, collaboration, and knowledge co-construction (Siemens, 2005; Vygotsky, 1978). As a result, students develop not only linguistic competence but also digital literacy, narrative thinking, and cross-cultural communication skills (Murray, 2021).

The integration of digital platforms into the development of students' creative writing skills significantly enriches the learning process. These tools enhance motivation, foster creativity, support collaboration, and provide diverse opportunities for self-expression. Research confirms that digital environments help students develop both linguistic proficiency and essential 21st-century competences. Therefore, implementing digital platforms in creative writing instruction represents an effective pedagogical strategy that prepares students for academic and professional communication in a digitalized world.

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