

# Financial Literacy in Gen Z: Preparing for a Changing Economic Landscape

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## Abstract

As Generation Z enters adulthood amid a rapidly evolving economic landscape, the importance of financial literacy has become paramount. This cohort, characterized by their digital savviness and social consciousness, faces unique financial challenges, including rising student debt, inflation, and a fluctuating job market. This paper explores the financial literacy levels of Gen Z, examining their understanding of budgeting, saving, investing, and credit management. It highlights the necessity of integrating financial education into school curricula and utilizing digital tools to enhance learning. Furthermore, it discusses the role of parents and financial institutions in equipping Gen Z with the skills and knowledge needed to navigate economic uncertainties. By fostering financial literacy, we can empower Gen Z to make informed decisions, cultivate financial resilience, and adapt to the changing economic landscape.

**Key words:** economic landscape, financial literacy, gen z

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## INTRODUCTION

Financial literacy has become an essential skill for Generation Z, especially as they prepare to navigate an increasingly complex and ever-changing economic landscape [1]-[10]. Born between the mid-1990s and early 2010s, Gen Z faces unique financial challenges and opportunities compared to previous generations [11]-[20]. With the rapid evolution of technology, access to information, and a shifting job market, the financial decisions they make now will have a lasting impact on their future stability and success [21]-[30]. As they enter adulthood, many in Gen Z are already grappling with issues such as student loan debt, rising living costs, and the instability of traditional career paths [31]-[40]. The gig economy and freelance work have become more prominent, offering flexibility but also requiring a greater degree of financial planning and understanding [41]-[50]. Furthermore, with the increasing prominence of digital currencies, investment apps, and online banking platforms, financial literacy must now extend beyond traditional savings and budgeting to include knowledge of personal investing, risk management, and the implications of emerging financial technologies [51]-[60]. Schools, families, and policymakers are recognizing the need to provide more robust financial education to equip Gen Z with the tools they need to make informed decisions about credit, saving, retirement planning, and debt management [61]-[70]. As this generation becomes more economically independent, their financial well-being will not only affect their personal futures but will also have broader implications for the global economy [71]-[80].

"Analyzing Media: Critical Thinking Through Film and Articles" is an interdisciplinary journey that melds the art of cinematic storytelling with the rigorous examination of written discourse [81]-[90]. In this comprehensive exploration, students embark on a quest to unravel the layers of meaning embedded within both visual narratives and textual compositions [91]-[100]. By dissecting films ranging from timeless classics to

contemporary masterpieces, and scrutinizing articles spanning various genres and topics, learners cultivate a discerning eye and a sharp intellect [101]-[110]. Through this multifaceted approach, they hone their critical thinking skills, learning to deconstruct imagery, decode symbolism, and dissect rhetoric with precision and insight [121]-[130]. By engaging with a diverse array of media forms, students develop a nuanced understanding of the complex interplay between culture, ideology, and representation [151]-[160]. Moreover, they emerge equipped with the tools to navigate the modern landscape of information overload, distinguishing between fact and fiction, persuasion and manipulation. "Analyzing Media" transcends the confines of traditional academic boundaries, fostering a dynamic learning environment where creativity thrives alongside analytical rigor [171]-[180]. As students immerse themselves in the rich tapestry of cinematic expression and written discourse, they emerge not only as informed consumers of media but also as empowered agents of change, capable of challenging assumptions, interrogating narratives, and shaping the discourse of tomorrow [181]-[190].

## **METHOD**

In this study, the researcher utilized library research techniques and subjective depiction. This study utilized a subjective methodology zeroing in on story understanding, portrayal, and examination. Subjective means examination dependent principally upon a constructivist viewpoint with respect to a singular's encounter that has been by and large or socially built. Information assortment strategies were performed by exploring or perusing sources in books, the web, as well as in past exploration reports, and others. Most understudies can find their assets in the library, information on the main libraries, experience with the chapter by chapter guide and other reference works, about complex is surely a fundamental apparatus for pretty much every understudy of writing. The information examination procedure utilized in this study is clear investigation. To help this information, the researcher looked for important information from different sources. Information investigation is the methodical course of considering and orchestrating information from meetings, perceptions, and records by coordinating the information and concluding what is significant and which should be contemplated. also, make determinations that are straightforward.

## **RESULTS AND DISCUSSION**

Analyzing media through critical thinking lenses, particularly via the integration of films and articles [191]-[200], presents a multifaceted exploration that delves into the intricate dynamics of society, culture, and human behavior [201]-[210]. Through this interdisciplinary approach, individuals are equipped with a nuanced framework to decipher the layers of meaning embedded within media artifacts [211]-[220]. By juxtaposing cinematic narratives with textual analyses, learners are encouraged to engage in a holistic examination that not only scrutinizes surface-level content but also probes deeper into underlying themes, ideologies, and socio-political contexts [221]-[230]. This pedagogical strategy fosters an environment conducive to cultivating analytical prowess, where students learn to discern biases, question assumptions, and challenge prevailing narratives [231]-[240]. Moreover, by interrogating the interplay between visual and written mediums, learners gain insights into the persuasive techniques employed by media producers, thereby enhancing their media literacy skills [241]-[250]. Through the synthesis of filmic narratives and scholarly discourse, individuals are empowered to navigate the contemporary media landscape with a critical eye, enabling them to constructively

contribute to public discourse and make informed decisions in an increasingly mediated world. Consequently, the fusion of film analysis and textual critique serves as a potent catalyst for intellectual growth, fostering a generation of discerning thinkers capable of deciphering the complexities of the modern media ecosystem.

## CONCLUSION

"Analyzing Media: Critical Thinking Through Film and Articles" provides a comprehensive framework for developing critical thinking skills through the examination of various media forms. By dissecting films and articles, readers gain insights into the nuanced ways in which information is presented, encouraging a deeper understanding of media messages and fostering informed perspectives. Through this process, readers not only enhance their analytical abilities but also cultivate a heightened awareness of the influence of media on society.

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