

English Newspaper Advertisements: The Demonstration of Activity-Based Learning

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Abstract

Activity Based Learning (ABL) is the contemporary popular technique in language learning. Many tools like essays, riddles, novels, questions, poems, and visual aids, are used in ABL method, in which, the advertisements from English Newspapers are the more attractive and contain readymade information of many companies, schools, colleges, government scheme, classifieds, and festivals. Newspapers are the ready source in the hands of learners and teachers. Newspapers contain articles on various categories like education, business, philosophy, literature, life skills, technology and many more. It is an affordable source which contains more information. This paper focusses on various activities using the advertisements from English Newspapers and through which the students shall perform activities in the classroom. The students shall improve the language skills even outside classroom by having advertisements as a tool. This paper will prove advertisements will surely be one among the successful tools in the classroom that will make the students more interested in performing various activities.

Keywords: English Newspapers, Newspaper advertisements, English language, learners' activities, learning aids, visual aids

Activity-Based Learning Method

Activity-Based Learning method offers innumerable opportunities for the active participation of the learners. This method will promote independent learning, critical thinking and self-regulated process of continual learning. This will make an interactive atmosphere in the classroom which will make the teaching and learning process easy and spontaneous. The teacher shall bring numerous tools with appropriate activities to make the students participate and improve their language skills; among these tools, English newspaper is the authentic material that provides a valuable resource for language teachers and learners alike. All the activities using advertisements will provide original and practical ideas. Furthermore, the learners and teachers shall use headlines, articles, photographs, editorials, cartoons, weather forecast or the whole newspaper for activities. This research paper exclusively focuses on the activities using the advertisements from English newspapers. These activities will neither focus the students towards becoming journalists, nor teach them how to write in a newspaper style. Instead, the activities will attempt to improve their language skills. Further, to inculcate a positive and comfortable attitude among students towards working with English-Language newspapers, 'The Hindu' newspaper is used as a material for all the activities.

“Language teachers tend to use newspapers in three ways: to develop various language competencies, including reading comprehension and grammar/vocabulary work; to focus on

aspects of the ‘target society and its culture; and to stimulate discussion of issues raised by the articles.’ (Grundy, 3)

Role of Newspaper-Based Activities

According to experts like Peter Grundy, author of the book *Newspapers* and Paul Sanderson, author of the book *Using newspapers in the classroom* the following Newspaper-based activities provide students with purposeful and valuable language practice. Following are the activities that can be done in classroom which will be helpful for the language development.

Be an Executive! – Activity

‘Be an Executive!’ is one such innovative method in current trend in which the students shall do activities based on commercial advertisements.

Procedure

1. Make the students to find one advertisement from the Newspaper with more description, which shall be based on any college, university, companies, or products.
2. Ask them to write down the phrases or slogans that are found in the advertisement.
3. Ask them to note the company or organization name with the website address and contact details.
4. Make them have a clear understanding of all the features and description found in the advertisement.
5. Now, they have to describe the pictures, colours, things that are found in it.
6. Finally, ask each student to come front for explaining their advertisement by showing the ad to the audience.

Comments

This activity will be more enjoyable as the students select the advertisement on their own interest. The students will speak in front of the class confidently as they understood advertisement.

Job Interviews - Activity

‘Job interviews’ is conducting mock interviews in the classroom where the students will become the interviewer and the interviewee.

Procedure

1. As ice breakers, ask students to write down all the answers for the basic questions in interview which includes the following: personal history, previous work experience, previous positions held, career history, qualifications, motivation for applying the job, salary, working hours, holidays, benefits, duties and responsibilities. Ask each one to select wanted advertisements based on their interest.
2. When students are done with their ideas, put them into groups of three, and explain that two students in each group will play the role of interviewers. They should prepare question to interview the third student (the candidate). The interview should last for 5 minutes.
3. Continue this procedure until all the three students have played the role of both interviewer and interviewee.
4. At last, bring the classroom together and ask for the students who performed well. The student can be seated in front of the class and the entire class shall interview that particular candidate.

5. In addition, the teacher can ask the students for the questions that they found difficult to answer, and possible answers shall be discussed.

Comments

This activity will wipe out the nervousness of the students when they appear for the job interviews and they will become familiar with the interview questions and answers.

Responding to Advertisement - Activity

This activity is well-known, but the students of the present day still find it difficult to respond to the job advertisements.

Procedure

1. Select and give a job advertisement to each student.
2. Ask students to write a letter in responding to that advertisement in seeking for the job. The teacher shall explain the way to write the letter.
3. Ask them to prepare Resume for that particular advertisement. If needed, they can also be given one day's time to write the letter and prepare Resume.
4. The teacher shall guide them to prepare Resume and Curriculum Vitae.

Comments

This activity will be helpful for their carrier to apply for any job in the future. The students will also know about preparing Resume and Curriculum Vitae.

Advertising Phrases – Activity

Several numbers of newspapers will be needed for this activity, which will help students to use powerful and persuasive language while speaking and writing.

Procedure

1. Ask the students to go through copious number of advertisements and write down maximum of 10 advertising phrases.
2. Make the students to write the meaning of the phrases. If needed, ask them to use dictionary.
3. To end, ask each student to frame sentences using the phrases and read it in the classroom.

Comments

This activity will improve their writing skills and they will learn new words and phrases with contextual meaning.

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