

Title: ANALYSING THE EFFICACY AND IMPACT OF TAMIL ADVERTISEMENTS ON ESL LEARNING

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Area of Research and Domain of Research:

English as a Second Language(ESL) and Advertising in ESL Education

Objective of the Proposal:

The aim of this proposal is to examine if Tamil advertisements can be helpful for ESL students who speak Tamil as their first language. It evaluates how these advertisements affect vocabulary acquisition, motivation, and cultural awareness among Tamil-speaking ESL learners. The study also provides practical suggestions for teaching ESL using Tamil advertisements. The key challenges will be Selecting the right participants, conducting a pre-test, ensuring effective intervention with Tamil ads and guidance, conducting a post-test, comparing the results of pre-test and post-test, and assessing the learning impact.

Background/Short Description:

In today's world, speaking English is important for many things like communication, education, and career opportunities. However, ESL students in Tamil Nadu face a challenge due to their Tamil background. There aren't enough resources for Tamil-speaking ESL students, and we're exploring how Tamil advertisement can help them learn English better.

Expected results:

- ESL learners from Tamil Nadu improve their English comprehension and vocabulary using Tamil advertisements.
- ESL students with Tamil as their mother tongue become more motivated and involved in language learning when exposed to these advertisements.
- Educators gain practical insights to use Tamil advertisements for ESL teaching.

References:

Crystal, David. English as a Global Language. 2nd ed., Cambridge University Press,

2003, https://library.oum.edu.my/oumlib/sites/default/files/file_attachments/odl-resources/796612/english-as-a-global-language-david-crystal_0.pdf

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