

THE MOTIVATIONAL IMPORTANCE OF VIDEO ADVERTISEMENTS IN TEACHING ENGLISH

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Annotation

This thesis examines the motivational importance of video advertisements in teaching English as a foreign language. In modern education, multimedia technologies have become essential tools for improving students' language abilities and increasing classroom engagement. Video advertisements are not only entertaining but also highly educational because they provide authentic language materials for learners. Through advertisements, students can improve listening, speaking, vocabulary, pronunciation, and critical thinking skills. Moreover, advertisements create a positive and interactive learning environment that motivates students to participate actively in classroom activities.

Main Body

Teaching English effectively requires modern, creative, and student-centered teaching methods. Traditional grammar-based lessons may become repetitive and uninteresting for learners, especially for beginner students. Therefore, teachers should integrate authentic and technological materials into the educational process. One of the most effective materials is video advertisements because they are short, colorful, emotional, and easy to understand. These characteristics help teachers attract students' attention and increase their interest in learning English.

Video advertisements improve several language skills simultaneously. First, they develop listening comprehension skills because students hear authentic English pronunciation, natural intonation, and commonly used vocabulary. Learners become familiar with real-life communication styles used by native speakers. This exposure helps students understand spoken English more confidently and naturally.

Second, advertisements improve speaking skills. After watching advertisements, students can discuss ideas, express opinions, answer questions, or perform role-play activities. Teachers may also ask learners to create their own advertisements and present them to classmates. Such classroom activities increase communication skills, creativity, and self-confidence. In addition, students learn how to use persuasive language and improve pronunciation through repeated speaking practice.

Another important aspect is vocabulary development. Advertisements often contain simple but memorable expressions, slogans, and phrases. Because advertisements are visual and emotional, students can remember new words more effectively. Visual images combined with spoken language help learners connect meanings with real situations. Consequently, vocabulary retention becomes easier and more successful.

Motivation is one of the most important factors in foreign language learning. Students who enjoy lessons usually participate more actively and achieve better academic results. Young learners especially prefer visual and technological materials instead of traditional textbook exercises. Funny, emotional, and creative advertisements create positive emotions and make lessons more enjoyable. As a result, students become more interested in English and feel less anxious during classroom participation.

Teachers can organize many interactive activities using video advertisements. Before watching a video, students may predict its content based on pictures or titles. During the activity,

they can identify new vocabulary or answer comprehension questions. After watching, learners may discuss the message of the advertisement, role-play dialogues, or prepare presentations. Group projects are also highly effective. For example, students can work together to create short advertisements for products or services and present them to the class. Such tasks develop teamwork, communication, presentation, and problem-solving skills.

However, teachers should choose advertisements carefully according to students' age, language level, and cultural background. Very difficult or culturally inappropriate advertisements may confuse learners and reduce motivation. Therefore, short and simple advertisements with clear pronunciation are more suitable for first-year university students. Teachers should also explain unfamiliar vocabulary and guide students throughout the learning process to ensure better understanding.

Conclusion

In conclusion, video advertisements are effective and motivating tools in English language teaching. They improve students' listening, speaking, vocabulary, pronunciation, and communication skills while also increasing classroom participation and motivation. Advertisements make lessons more interactive, modern, and enjoyable for learners. The use of authentic multimedia materials helps students feel more confident and interested in learning English. Therefore, English teachers should integrate video advertisements into their teaching methodology to improve students' learning outcomes and create a productive educational environment.

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