



## TEACHING ENGLISH VIA MASS MEDIA

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**Abstract.** The article deals with the importance of teaching English via mass media in our country. Besides, the experiences of other countries in implementation of TV programs for teaching English effectively is highlighted in the article.

**Key words:** TV program, acquisition, presidential decree, communication, method.

Since English has become a global language, all developed and developing countries are trying to acquire it as soon as possible, because it's become a language that can get world people of different countries communicate, exchange information and unite them. To cope with the rising demand to learning English and competition for creating easiest and fastest ways and methods of English the governments have already set this system to television broadcasting.

TV broadcasting has a great power to impact on people and spread information quickly. They can receive information much more effectively when the sound and image is combined. Differently from radio, television has a different learning strategy: visual and auditory styles are in use at the same time. Therefore, there has been a noticeable increase in educational English language teaching TV programs, as request for learning foreign languages has reached its peak. Involving mass media in teaching foreign languages is one of the eight statements in Presidential decree 1875.

The program must aim not only entertaining, but practical, educational and educative aims as well. Thus, it should be able to keep viewers' attention for a while, teach language as a communication tool, widen learners' world outlook, and bring them up in a patriotic mood. A good English language teaching program producer, has a good experience of the viewers' position. Thus, they can produce useful and able program. Now let's have a look at some successful ELT TV programs of the world.

The history of teaching English through radio broadcasting goes back to the World War II in Great Britain. The educational radio program consisted of several

sentences, which were read slowly and separately. The translation of the utterances in the language of a learner was followed carefully. The broadcasts hardly lasted more than two or three minutes at the hard times of a war. Even though, the broadcasts were listened by majority of people. Thus interest to develop the program methodologically, pedagogically and in design improved. Further, it started to be used widely by other countries as well.

Coming to the 1950's television began to teach English sponsored by the British Council. The program was named "Walter and Connie" which has been used by many countries so far. That's how teaching English via radio or TV broadcasting started. In 2012, in non-native English speakers' country Russia famous and successful program "Polyglot" started to be broadcasted on "Culture" TV channel.

The "Polyglot" soon reached popularity as the teacher used very brief and clear ways of teaching. The group of students consisting of eight people, most of whom – popular celebrities (actors, presenters, directors, writers, poets). Almost all of the participants, either do not know the language, or they have remained vague memories from the school curriculum.

"Polyglot" program is led by a polyglot teacher who according to his own statements knows more than 50 languages in varying degrees – Dmitry Petrov – simultaneous translator, teacher, author of techniques of intensive training in foreign languages. He promises to teach a language in sixteen lessons until they reach the level of communication. Besides English, he teaches seven more foreign languages in each new series. The program lasts 45 minutes and each language is taught for about a month.

If "Polyglot" is designed for adult foreign language learners, there are some more English teaching TV programs for young learners in Russia. In 2006, the program "Английский для самых маленьких" – "English for the youngest" was broadcasted on TV. It was designed to teach Basic English conversation by cartoon animals talking with each other.

For children who are older than 6 years old "Английский для малышей" – "English for babies" educational program was established in 2008. In this program smart computer and file helps children learn English in an easy, entertaining and informative form being introduced to the alphabet, pronunciation and spelling of some basic word.

Since 2012, when presidential decree 1875 on further development of foreign language teaching in Uzbekistan was adopted, English Language teaching level constantly raised. There are eight statements in the decree:

- Applying international standards;
- Creating national testing center;
- Teaching English from the first form;

Retraining English teachers;

Involving mass media, etc.

As written above in teaching foreign languages mass media should be involved as well. Because, it has the power to provide information in eye catching way fast and effectively. Of course, in case it's well produced. Since then Uzbekistan national Tvbroadcasting channels have been trying to create as many English projects as possible. Below we will look through the majority of them.

The TV channel "Dunyo bo'ylab" is aimed to introduce people the world by taking them to a visual tour around the world. Obviously, once we travel the most handy and relevant language is English language. For that reason, on this channel an educational TV program "English for you" has been shown for many years. It is in fact one of the useful TV programs. Further, we will analyze the structure and the process of it. The program is led by Odilbek Shavqiyev who has a very good use of English. English for you in "Dunyo bo'ylab" channel first gives some useful suggestions for learning English such as information about how to use dictionaries( n=noun, v=verb, ad Lesson plan: speaking sightseeing voc, gram pres cont listening text, idioms: adj= adjective etc. ). Links new lesson with previous topic. So the lesson consists of five main parts: Speaking, vocabulary, grammar, reading, idioms. Here are some samples of one lesson.

In speaking part the following sentences are read with translations and supported with related pictures:

I would like to go on a sightseeing tour.

What would you recommend to see?

Which is the best road?

In the vocabulary session the words related to the topic are taught with Uzbek translation.

As for the grammar section "Present continuous for the future tense" is explained and followed by sample sentences with translations.

In the Reading part a text related to the topic is read and here Grammar is practiced in context.

The last part for idioms related to the topic. Idioms are given with translation and sample sentences.

All in all, the program provides an accurate lesson with lots of knowledge. The audience is mainly adults or teenagers. Of course the lessons can be developed by using more communicative methods as well.

A big amount of educational TV programs in English are given on kids' "Bolajon" TV channel. In fact, we can observe lots of children learning English effectively by watching this channel. There are a number of colorful and interesting programs. I have investigated them and will provide some details below.

One of the short–lasted, but methodologically and pedagogically perfect programs ” English is fun!” was broadcasted in 2014, unfortunately it stopped years ago. The program was prepared in accompany with British school in the name of Mirzo Ulughbek. At that time the teacher used a sensory interactive board, and the lesson was level appropriate filled with kids fun interactive activities. Teaching 5-6-year-old beginner level kids using songs, poems and only in English. Taking into consideration psychology and physiology of little learners, teacher uses all learning styles: visual, auditory, tactile, kinesthetic. In general the program was successful enough.

Another educational program of this channel is “English World”. Before a couple of children started the program with dialogue at home doing some drawings, and learnt by heart conversations whose pronunciation isn’t very good. Then by slides a broadcaster taught some new words on one topic (e.g. stationary) by photo and translation and teach some syntax, sample sentences in which the new words were used. And some more words from another topic (e.g. beautiful, sun, summer, swim).But nowadays it’s different. They have a series of a story called “magic pen” which can get children’s interest.

“Travel to the Nature” is quite charming and exciting program. A fox, a cat and English teacher are the main characters of the program which gives children information about the nature in Uzbek and English languages.

“ABC Kids” TV program is led as a real lesson. The procedure of a sample program is as follows: check homework, teach telling the time, parts of clock, words connected with time, kids have some dialogue, activity for checking understanding and giving homework.

The last but not the least “Bravo English!“ TV program which includes warm-up, presentation of the new topic, activities for comprehension and singing a song related to the topic and wrap –up part of the lesson. I’d like to provide a sample shortened scenario of this program as it’s my own production.

Theme: Friendship

Hello! Hello! Little learners of English Language! We are so glad to see you in front of the TV set! Sit comfortably get your pens and notebook and be ready to have a fun English lesson with us!

Teacher: Today we are going to make a bowl of soup.

Pupils: Like real soup?

Teacher: Yes. And it’s a friendship soup.

Pupils: Ok, what ingredients, do we need?

Teacher: Well, how do we make friendship soup?

Pupils: Maybe we buy them in the store

Teacher: No, we gonna make it right here. Just tell me what ingredients we need to build a friendship relationship!

Ok 2 sticks of kindness, goofiness, 3 cups of having fun, no jealousy, honesty,

How would you describe honesty – not lying

A teaspoon of arguments, 3 spoons of respect, 1,5 cups of safety, trust.

Competitions

1 – Fetch the pictures

2 – Measures competitions

3 – Hot ball.

4 – Sing a song

The more we get together, together, together

The happier we will be

For your friends are my friends

and my friends are your friends

2 4 6 8 who do we appreciate

The more we sing (sway, dance, clap) together, together, together

The happier we will be

Thank you so much for your warm and active participation. See you next program! Goodbye!

This was all about my short investigation on teaching English through mass media. The research shows that each program is being led in its own way usefully. From one we can broaden our world outlook, the others educate us and another gives practical knowledge for learning English.