Ads and Words: An Innovative Method of the English Language Teaching
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Abstract: Generally advertisements are exposed to people in their day-to-day life. Accordingly they consult advertisements for buying anything and everything. Advertisements are full of words and expressions. They often contain familiar words, common words and mostly words of wide currency, because, firstly, the main objective of ads is to be easily understandable and secondly, they aim at turning the attention of the general public towards the respective products. It is because of this, people cannot be unmindful of the potential words used in commercials. Nowadays the words used in ads are mostly in English. It is a rich source of knowledge for people to learn. Thus, consciously or unconsciously one may get an opportunity to think, speak and write by making use of the words employed in advertisements. The description of advertisements is often short and it carries more than the literal meaning. Correspondingly it makes the learner to read between the lines in order to understand the real meaning. In this way one can gain an insight into the social and the commercial language of the sellers by analysing the ad-words. The objective of the present paper is to describe how English Language teachers can exploit the words used in English commercial advertisements in several ways such as teaching vocabulary, consolidating oral language skills, eliciting discussions in the class, supporting learning activities including writing and giving presentations, eliciting critical thinking, interpretation and association skills. In a sense the topics, characters, situations, styles and the designs of wrapper act as the good sources for producing teaching and learning materials. Different types of ads such as Printed ads, TV ads and Online ads can be drawn upon to exemplify the design of teaching-learning tasks. Since ads deal with real communication it evokes learners’ responses easily. Also, ads have specific objectives, purposes and target audience. Hence, it is interesting to consider them as components for teaching the English Language.

Keywords: ad-words, potential words, coinages, commercial product, product-names, association, interpretation and discussion.

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