

Ads on Social Issues: A Tool for Improving Critical Thinking Skills in a Foreign Language Classroom

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Abstract : This paper is a qualitative research report. A group of students from a public university in a small town in Colombia participated in this study which aimed at describing to what extent the use of social ads, published on the internet, helped to develop their critical thinking skills. Students' productions, field notes, video recordings and direct observation were the instruments and techniques used by the researchers in order to gather the data which was analyzed under the principles of grounded theory and triangulation. The implementation of social ads into the classroom evidenced a noticeable improvement in students' ability to interpret and argue social issues, as well as, their self-improvement in oral and written production in English, as a foreign language.

Keywords : Ads, critical argumentation, critical thinking, social issues

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