Abstract

This study compares the teaching approaches where audio-visual instructional materials and a textbook were used as a means to encourage students to improve their language skills – listening and speaking in particular. The two approaches of teaching employed in this experimental research were Traditional or Classic Approach with the textbooks and Communicative Approach with the ‘Teaching Kits’. Believing that language itself is dynamic, the researcher produced the kits as an all-in-one toolbox which contained the contents based on the employer’s needs and what is really in the interests of students. Moreover, the audio-visual instructional materials were created to support the contents as well as the assessments. From the research outcomes, the hypotheses set in this research were proved to be significant when “the Ratio change” (the subjects’ different background of English) was considered. Teaching by using the “Teaching Kits” revealed some progress in the students’ listening and speaking efficiency. Moreover, the research results revealed that the factors such as sex and school locations affected second language learning. This reflected that what could improve students’ ability in learning new languages was defined as the improvement of audio-visual instructional materials as well as a variety of choices in choosing appropriate contents from different textbooks to be used as “teaching tools”.

*The research was financially supported by the University of the Thai Chamber of Commerce