

Utilization of Commercials in Turkish Language Teaching

By

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Abstract

Many materials are used in language teaching. Among these, authentic materials are particularly important. Commercials, one of the areas where language is used in the liveliest and most effective manner, is among the authentic materials to be utilized in language teaching. Commercials allow teachers to carry out many various studies with their sentence structures, statement types, word types, and indirect expressions. These materials can be utilized in all areas of listening/watching, speaking, reading, writing and learning. It is essential to provide examples from life itself among the topics of Turkish Language lessons, which is a lesson that prepares students for life. Thus, the idea that Turkish Language lesson is a lesson in life itself will be given to the students indirectly. This study mentions the commercials and the language in commercials, presenting examples of applications for teaching language skills in primary school and middle school Turkish Language lessons by using commercials. The examples were chosen among television, radio and internet commercials. Based on these examples, suggestions have been provided for Turkish Language teachers on which other various types commercials can be utilized in Turkish Language lessons.

Keywords: *language teaching, Turkish language teaching, authentic material, commercials*