

Abstract of M. Phil- Dissertation

Title: Werbetexte im Deutschunterricht

(Advertisements in teaching German as a foreign language)

Advertising is an omnipresent phenomenon in today's society. Whether as television and radio spots, advertisements in magazines, posters in the streets or as inserts in mailbox we come across advertisements at every stage of our life. Advertisements are often referred to as a mirror of a society and a culture. They can be found almost on every topic, product and service available in the society.

Advertisement is a form of communication. It is a process of exchanging the information between the copywriter and the consumer using different codes such as language, pictures, colours, images and symbols. The language of advertisements is immensely diverse and captivating. Because of its versatility the language of advertising offers potential material in language teaching. The creative imagination associated with advertisements has a positive impact on the comprehension and acquisition of language. This quality of the language of advertisements can be used in teaching "German as a foreign language". A wide variety of language exercises can be designed based on the advertisements and carried out in the classroom which help the learner improving the four fundamental language skills viz. listening, speaking, reading and writing. Learning German as a foreign language using advertisements as teaching material also gives the language learner a diverse learning experience as advertisements also contain social and cultural aspects, which enable the learner gain an insight into the culture of Germany and German speaking countries.