

ABSTRACT 01

Teaching English to Marketing Undergraduates - A Self Reflection

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This is a self- reflexive study of the researcher's experience as an English Language teacher, which was carried out as an assignment for the course unit Literary Pedagogy.. A group of third year students of mixed ability, from the department of Marketing, varying from upper elementary level to lower intermediate level, was chosen to carry out a language lesson using a literary text, of which the focus was prepositions. Her presentation includes her personal viewpoints as well as the students' view point on the effectiveness of the lesson and her own teaching methods. She will also address question of effectiveness in using literary texts in language teaching.

Key Words: Literary Pedagogy, Prepositions, Effectiveness