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THE EFFECTIVENESS OF USING AN AUTHENTIC VIDEO MATERIAL IN DEVELOPING PRAGMATIC COMPETENCE OF EFL

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Albert Einstein told: “I never teach my pupils, I only attempt to provide the conditions in which they can learn.” This quotation is true about any kind of teaching, especially, foreign languages nowadays, though he was a scientist of theoretical physics. Because a helpful teacher should use not only his knowledge but any means of teaching instruments. One of the most popular and modern instrument is an authentic video material. Any kind of professional teacher of English language as foreign language, is aware of the different types of learning styles of his students. The types of students’ learning styles are the followings:

1. Visual learners

Visual learners are those, who tend to learn better by seeing and observing pictures, diagrams, written directions. Students who learn through sight understand information better when it's presented in a visual way.

2. Auditory learners

Auditory learners who preferlistening to reading or writing while they try to learn something. These are the students who like to read out aloud to themselves, they speak up in class bravely and are good at expressing their ideas verbally, using body language.

3. Kinesthetic learners

Kinesthetic learners or "tactile" learners learn through experiencing or doing things. Such types of learners are fond of acting out in role plays or using their hands to touch and handle in order to understand concepts.

4. Reading/writing learners

According to the VARK Modalities theory developed by Fleming and Mills in 1992,

reading/writing this type of learners prefer to learn through written words. They obtain new information by writing, reading articles on the internet, writing in diaries, looking up words in the dictionary.

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