

A Need Analysis Approach: An Investigation of Needs in an English for Specific Context

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Need analysis which is also termed as “need assessment” provides an insight into the beliefs, opinions and views of the learners and teachers. Moreover, a need analysis helps in making a language program more attuned to the needs of the learners since it collects and assesses the learning needs of the learners. On the other hand, it can also help in establishing the ownership of a change and innovation among the teachers because it is finally a response at these two levels of teachers and learners. A need assessment always aids to determine the success or the failure of a curriculum with regarding to its existing or revised version. It is accepted that when the curriculum content, materials, and teaching approaches match learners perceived and actual needs, learners’ motivation and success are enhanced in the learning process. Thus, conducting a need analysis based on the curriculum or the syllabus that has been taught is necessary in order to analyze the successiveness and the failure of the course as well as to assess whether the learning needs have been met. This paper aims at investigating and determining the effectiveness of the ESP course content and identify the perceptions of students towards the course content. The sample of the study consisted of 30 ESL students who were following the ESP course English for Film and Television Studies. The study employed a combination of two approaches where both quantitative and qualitative data was gathered. Quantitative data was gathered through administering a questionnaire which consisted of both open and close ended questions while qualitative data was gathered through semi structured interviews. The findings of the study suggested that there are some gaps existing between the demanding learning needs and the needs that are covered by the syllabus. Incorporation of activities extensively based on all the four skills, types of classroom activities and also types of lessons to be incorporated in order to provision the learning needs of students were among the major findings of the study.

Keywords: *Need Assessment, English for Specific Purpose(ESP), English for Film and Television Studies, English as a Second Language(ESL)*