

# **Effectiveness of Content-Based Instruction in Developing Academic Reading and Writing Skills at Tertiary Level**

## **ABSTRACT**

This study is an attempt to investigate the effectiveness of CBI approach in developing the tertiary students' academic reading and writing skills. It seeks to investigate the tertiary students' attitude towards learning academic reading and writing. This study was carried out in four sections of Academic Reading and Writing course at Mae Fah Luang University, Chiang Rai, Thailand. A total of 123 tertiary students participated in this study. The questionnaire was used to obtain the data to analyze and interpret the attitude of the students toward learning academic reading and writing. The questionnaire consists of 23-item in Likert Scale, and semi-structured interview was also used to get some other details information towards their attitude. Pre-test and post-test were used to see the improvement of students' academic reading and writing skills between teaching through traditional approach and Content-Based Instruction approach.

The results indicated that the CBI-group students got better results in learning academic reading and writing skills than the traditional-group students. As CBI approach enables the students got higher scores than the traditional students, it can imply that CBI approach is effective in teaching academic reading and writing skills at tertiary level in this particular context. At the end of the course CBI-group students had more positive attitude towards reading skills; however, the students in both groups tended to have similar attitude towards writing skills and its difficulty, grammar usage, making inference, guessing the meaning of new words and spelling. Nevertheless, CBI-group students had more positive attitude toward those skills than the traditional group, and majority of traditional-group students did not see an importance of asking questions in generating the ideas before starting their writing

even though they knew that all strategies they learned in the classes are very useful for their reading and writing skills.

Key words: Content-Based Instruction, academic reading and writing, traditional approach, attitude towards learning academic reading and writing