

## **THE IMPORTANCE OF AUTHENTIC MATERIALS IN BUSINESS ENGLISH CLASSROOM**

**AWICHA BENABDALLAH**

Superior School of Management, Tlemcen, Algeria

### **ABSTRACT**

The current study attempts to help our business learners in the Preparatory School of Economics and Commercial Sciences to act effectively in their target language environment. To meet this end, an action research was conducted in three phases. As the first step, three research tools were submitted to analyse the informants' needs, identify their learning gaps and expectations, notably a questionnaire, semi- structured interview and a diagnostic test. Second, training courses were mainly intended to enhance their consciousness of some strategies used to improve their comprehension of authentic business texts. Learners were, finally, tested and interviewed. The results revealed the usefulness of those authentic -based language materials in responding positively to our learners' interests, achievements, cultural awareness, skills and language developments.

**KEYWORDS:** Business English, Authentic Materials, Consciousness Raising.