

The Impact of the Marketization of English on Parents' Attitudes toward Their Young Children Learning English

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This study investigated the parents' attitudes towards students' English language learning under the impact of marketization of English at some Primary schools in Khoai Chau district, Hung Yen province. 115 parents and 4 leaders in primary schools participated in the research. The data for the study was collected by these instruments: survey questionnaires for parents and interview of 4 school leaders in the primary schools in Khoai Chau district, Hung Yen province. The research answers 3 questions: (1) How are your parents' attitudes towards children's learning English at primary schools? (2) What do private education companies use to marketize English to young children at primary schools? (3) What impacts do those strategies have on parents' attitudes towards students' English language learning? Results of the study showed that the parents expressed a general positive view about importance of early English language in Viet Nam contexts. It is stated that parents and schools have had some impacts by marketization of English in Hung yen context. The findings have implications for policy makers, early children educators, parents, primary English language teachers and general public .

Online Profile

Biography

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