

THE EFFECT OF PROCESS-GENRE APPROACH ON ESP STUDENTS' ACHIEVEMENT IN WRITING BUSINESS LETTERS

BELMEKKI Amine

Full Professor, University of Tlemcen

ALGERIA

&

SEKKAL Faiza

Assistant Professor, University of Mascara

ALGERIA

sekkalfaiza@yahoo.fr

ABSTRACT

The process-genre approach is the synthesis of the concepts of process approach and genre approach. This study aimed to investigate the effect of process-genre approach on ESP students' achievement in writing request letters and to investigate their responses to the use of this eclectic approach. This study is an action research study and the participants were 28 management students of Djilali liabes university, Algeria. The data were gained from the results of post-tests administered to the students following the completion of the treatment. The students' writing products were analyzed and compared by using independent t-test at 0.05 level of significance. The result of the study showed that there was a significant effect of process-genre approach on the students' writing achievement, covering four writing components: organization, vocabulary, grammar, and mechanics.

Keywords: Business letters, process-genre approach, writing achievement.