

## Introduction

The role of video content in EFL/ESL education extends beyond mere entertainment; it serves as a powerful vehicle for authentic language exposure and [cultural immersion](#). Videos bring the language to life, offering learners the opportunity to see and hear English in context, which is essential for developing [listening skills](#), [pronunciation](#), and [cultural competence](#). Moreover, the diverse range of video genres—ranging from educational videos and news clips to movies and user-generated content—provides teachers with a flexible resource that can be tailored to various learning objectives and student proficiency levels.

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This article delves into the complex role of video content in EFL/ESL education, exploring its theoretical underpinnings, practical applications, and the challenges it presents. The first section examines the theoretical framework that supports the use of video in [language learning](#), highlighting key theories of multimedia learning and [language acquisition](#). Following this, the article will discuss the criteria for selecting appropriate video content, considering factors such as linguistic complexity, [cultural relevance](#), and educational value.

Subsequent sections will offer insights into effective strategies for integrating video content into lesson plans, from pre-viewing activities that set the stage for learning to post-viewing exercises that reinforce language acquisition. Additionally, the article will address the assessment of learning outcomes through video content, guiding in designing assessments that measure both [comprehension](#) and [language skills](#). Finally, the challenges and solutions associated with using video content in EFL/ESL classrooms will be explored, offering practical tips for educators to overcome common obstacles.

# **Video content enhances EFL/ESL learning by engaging students through multimedia.**

By the conclusion of this article, educators and language professionals will have a comprehensive understanding of how to harness the potential of video content to enhance language learning in their classrooms. Whether you are a seasoned teacher or a novice in the field, this article aims to equip you with the knowledge and tools necessary to effectively integrate video content into your EFL/ESL teaching practices.

## **Theoretical Framework: The Role of Video Content in Language Acquisition**

### **2.1 The Cognitive Theory of Multimedia Learning**

The Cognitive Theory of Multimedia Learning, as proposed by Richard Mayer, provides a robust foundation for understanding how video content can enhance language acquisition. According to this theory, learning is more effective when information is presented in both visual and auditory formats, as this dual-channel processing can reduce cognitive load and improve comprehension (Mayer, 2005). In the context of EFL/ESL education, video content serves as an ideal medium for leveraging this theory. When learners are exposed to language through videos, they simultaneously process the spoken words and the accompanying visual cues, such as facial expressions, gestures, and contextual visuals. This multimodal input helps to reinforce the meaning of the language, making it easier for learners to internalize new vocabulary and grammatical structures.

Moreover, videos can cater to different learning styles, as they combine elements that appeal to both visual and auditory learners. For instance, a video that features a conversation between native speakers allows learners to see the lip movements and body language that accompany spoken

words, providing a richer context than audio alone. This visual reinforcement can aid in the acquisition of pronunciation, intonation, and non-verbal [communication](#) skills, which are critical components of language competence (Paivio, 1991). By engaging multiple senses, video content facilitates deeper cognitive processing, leading to more effective and long-lasting language learning outcomes.

## 2.2 Video Content and Language Acquisition Theories

The use of video content in EFL/ESL classrooms can also be supported by various language acquisition theories, particularly Krashen's Input Hypothesis and Vygotsky's Sociocultural Theory. According to Krashen's Input Hypothesis, language acquisition occurs most effectively when learners are exposed to language input that is slightly above their current proficiency level, a concept known as "i+1" (Krashen, 1985). Video content provides an authentic and contextualized form of language input that can be carefully selected to match learners' proficiency levels, ensuring that they are consistently challenged but not overwhelmed. For example, a teacher might choose a video with natural speech patterns and contextually rich dialogue that introduces new vocabulary in a comprehensible way, thus facilitating the "i+1" input that Krashen advocates.

Vygotsky's Sociocultural Theory further emphasizes the role of social interaction in language learning, positing that [language development](#) is deeply rooted in social contexts and mediated by cultural tools (Vygotsky, 1978). Video content offers a window into the cultural and social contexts in which language is used, allowing learners to observe and understand the pragmatics of language—how it is used in various situations, including formal, informal, and colloquial contexts. This exposure to [authentic language use](#) in social contexts can enhance learners' pragmatic competence, helping them not only understand the language but also to use it appropriately in real-life situations.

Additionally, videos can serve as a platform for social learning within the classroom. When learners watch a video together, they can engage in discussions, share interpretations, and collaborate on tasks related to the video content. This [collaborative learning](#) environment mirrors the social aspects of language acquisition highlighted by Vygotsky, reinforcing the idea that language learning is a socially mediated process.

## **Video supports language acquisition by enhancing cognitive processing and motivation.**

### **2.3 Psychological Benefits of Video Content**

Beyond the cognitive and theoretical aspects, video content also offers significant psychological benefits that can enhance language learning. One of the primary advantages is the motivational impact that videos can have on learners. Unlike traditional text-based materials, videos are inherently engaging, often capturing students' attention more effectively. This increased engagement can lead to higher levels of motivation, which is a critical factor in language acquisition (Dörnyei, 2001). When learners are motivated, they are more likely to persist in their studies, participate actively in class, and practice language skills outside the classroom.

Moreover, videos can reduce the anxiety often associated with language learning. Watching videos allows learners to observe language use in a low-pressure environment, where they can pause, rewind, and review the content as needed. This autonomy over their learning process can alleviate the stress that comes with trying to comprehend and produce a new language in real time, thus creating a more positive and supportive learning experience (Krashen, 1982).

Additionally, the use of video content can enhance learners' self-efficacy—their belief in their ability to succeed in language learning tasks. As learners watch videos and gradually understand more of the language being spoken, they gain confidence in their listening and comprehension skills. This boost in self-efficacy can lead to a more proactive approach to language learning, where students feel empowered to take on new challenges and push their linguistic boundaries (Bandura, 1997).

The theoretical framework supporting the use of video content in EFL/ESL education highlights its potential to enhance cognitive processing, align with key language acquisition theories, and provide psychological benefits that contribute to a more effective and enjoyable learning experience. By integrating video content into their teaching practices, educators can create a richer, more engaging

environment that supports learners in their journey toward [language proficiency](#).

## Selecting Appropriate Video Content for EFL/ESL Classrooms

Choosing the right video content is crucial to effectively enhancing language learning in EFL/ESL classrooms. The selection process should be guided by a careful consideration of various factors, including the linguistic level of the students, the cultural relevance of the content, and its overall educational value. Additionally, the type of video content selected can greatly influence the learning experience, as can the strategies employed to adapt this content to suit learners of different proficiency levels.

### 3.1 Criteria for Selecting Video Content

When selecting video content for EFL/ESL classrooms, educators must first consider the linguistic level of their students. It is essential to choose videos that align with the learners' current language abilities while still challenging them to advance their skills. Videos that are too difficult can lead to frustration, while those that are too easy may not provide sufficient linguistic input to promote growth. To strike the right balance, teachers can opt for videos that are slightly above the students' current proficiency level, in line with Krashen's "i+1" input hypothesis, which suggests that learners acquire language most effectively when exposed to input that is just beyond their current understanding (Krashen, 1985).

Cultural relevance is another important criterion. Videos that reflect the cultural contexts in which the target language is spoken can enhance learners' understanding of not only the language but also the social norms, values, and behaviors associated with it. This exposure helps students to develop pragmatic competence, enabling them to use the language appropriately in different situations (Vygotsky, 1978). Teachers should select culturally appropriate videos that resonate with the students' experiences or introduce them to new cultural perspectives in a way that is accessible and engaging.

The educational value of the video content is also a critical factor. Videos should be selected based on their ability to meet specific learning objectives. For instance, a video that introduces new vocabulary and reinforces grammatical structures in context can be highly beneficial. Additionally, the content should be engaging and capable of sustaining learners' attention, thereby facilitating deeper processing and retention of the material (Mayer, 2005). Educators should evaluate whether the video content aligns with their lesson goals and contributes meaningfully to the overall learning process.

**Choose videos based on [linguistic level](#), [cultural](#) relevance, and educational value.**

### 3.2 Types of Video Content

There are various types of video content that educators can use in EFL/ESL classrooms, each with its own advantages and potential applications. One common type is **educational videos**, which are specifically designed to teach language concepts. These videos often include explanations of grammar rules, vocabulary lessons, and examples of language use in context. Educational videos are valuable because they are purpose-built for language learning and often incorporate visual aids, subtitles, and other features that enhance comprehension.

**Authentic materials** represent another category of video content. These are videos created for native speakers of the language, such as news broadcasts, [interviews](#), movies, and TV shows. Authentic materials provide learners with exposure to real-world language use, including colloquialisms, regional accents, and various registers of speech (Gilmore, 2007). By watching authentic videos, students can develop a more nuanced understanding of the language as it is used in everyday life. However, it is important to ensure that the content is appropriate for the learners' proficiency level, as authentic materials can sometimes be challenging due to their complexity and speed.

**Teacher-created videos** are another valuable resource. These videos allow educators to tailor the content specifically to the needs of their students. For example, a teacher might create a video that demonstrates a particular grammatical structure using examples relevant to the students' interests or experiences. Teacher-created videos can also be used to introduce new topics, provide instructions for assignments, or offer [personalized feedback](#). The flexibility of this type of content makes it a powerful tool for addressing specific learning goals and ensuring that the material is accessible and engaging for all students.

### 3.3 Adapting Video Content for Different Proficiency Levels

Adapting video content to suit learners' proficiency levels is essential for maximizing its effectiveness in the classroom. One strategy for adaptation is to modify the video's language input by using subtitles or transcripts. Subtitles can help lower-proficiency students by providing a visual representation of the spoken words, which can aid in comprehension and [vocabulary acquisition](#) (Vanderplank, 2016). Additionally, teachers can use transcripts of the video's dialogue to pre-teach key vocabulary or phrases before showing the video, ensuring that students are better prepared to understand the content.

Another approach is to adjust the video's difficulty through the selection of specific segments that match the learners' proficiency level. For example, a teacher might choose to show only the introductory part of a news segment that uses simpler language and clear speech, omitting more complex sections that may overwhelm beginners. Alternatively, teachers can break down longer videos into shorter, more manageable clips, allowing students to focus on one aspect of the language at a time (Canning-Wilson, 2000).

Teachers can also adapt the video content by incorporating [scaffolding techniques](#), such as providing guiding questions, visual aids, or graphic organizers that help students navigate the video and extract key information. These tools can support learners in understanding the video's content without becoming overly reliant on the teacher for explanations, thus promoting [autonomous learning](#).

Lastly, for more advanced students, teachers can challenge them by selecting videos that contain more complex language structures, [idiomatic expressions](#), or faster-paced dialogue. In these cases, the focus might shift from basic comprehension to more advanced language skills, such as inferring meaning from context or analyzing the speaker's tone and intent.

The careful selection and adaptation of video content in EFL/ESL classrooms are pivotal in ensuring that students gain the maximum benefit from these resources. By considering factors such as linguistic level, cultural relevance, and educational value, and by choosing the appropriate type of video content, educators can create a rich and supportive learning environment. Furthermore, by adapting video content to meet the diverse needs of learners, teachers can enhance the effectiveness of video-based instruction, making it a powerful tool in the language acquisition process.

## Effective Integration of Video Content into Lesson Plans

Integrating video content into lesson plans can significantly enhance the effectiveness of language instruction in EFL/ESL classrooms. To maximize the educational benefits of video, it is important to incorporate a structured approach that includes pre-viewing, while-viewing, and post-viewing activities. These stages help to scaffold the learning process, ensuring that students are well-prepared to engage with the content, actively participate during the viewing, and effectively consolidate their learning afterward.

## 4.1 Pre-Viewing Activities

Pre-viewing activities are essential for setting the stage for successful engagement with video content. These activities help to activate students' prior knowledge, introduce key vocabulary, and establish a purpose for watching the video. By preparing students in advance, teachers can enhance comprehension and ensure that learners are better equipped to understand and analyze the content.

One effective pre-viewing technique is the use of **anticipation guides**. These are short questionnaires or statements related to the video's theme that students can agree or disagree with before watching. Anticipation guides encourage students to think critically about the topic and make predictions about what they will see, thereby increasing their engagement with the material (Langer, 1981).

Another useful strategy is **pre-teaching vocabulary**. Introducing key terms and phrases that will appear in the video can help students understand the content more easily. Teachers can present the vocabulary through [flashcards](#), word maps, or brief explanations and then ask students to practice using these terms in sentences. This approach not only aids comprehension but also provides an opportunity for students to expand their vocabulary (Nation, 2001).

Additionally, providing students with **background information** on the video's topic can enhance their understanding. This could involve a brief discussion, a reading passage, or even a short introductory video that covers the essential context. By familiarizing students with the subject matter beforehand, teachers can reduce cognitive load and enable students to focus on the language used in the video rather than struggling to understand the content itself (Mayer, 2005).

**Structured video integration includes pre-viewing, while-viewing, and post-viewing activities.**



## 4.2 While-Viewing Strategies

While-viewing strategies are designed to keep students actively engaged during the video, ensuring that they are not passively watching but rather interacting with the content. These strategies help to maintain focus, encourage [critical thinking](#), and promote language development.

One effective while-viewing technique is the use of **guided questions**. Teachers can provide a set of questions for students to answer as they watch the video. These questions can range from simple comprehension checks to more complex analytical prompts, depending on the students' proficiency levels. By answering these questions, students stay focused on the content and practice extracting key information from the video (Vanderplank, 2016).

Another interactive strategy is **note-taking**. Encouraging students to take notes while watching helps them to actively process the information and identify important points. Teachers can guide this process by providing a note-taking framework or asking students to focus on specific aspects of the video, such as new vocabulary, main ideas, or cultural references. This activity not only reinforces comprehension but also helps students develop valuable study skills (Carrier, 2003).

Incorporating **pauses** and discussion sessions during the video is another effective strategy. At predetermined points in the video, the teacher can pause the playback to discuss what has been seen so far, clarify any misunderstandings, and encourage students to share their thoughts. These breaks allow for immediate processing of the information and provide opportunities for collaborative learning through [group discussions](#) (Harmer, 2007).

## 4.3 Post-Viewing Activities

Post-viewing activities are crucial for reinforcing the learning that has taken place and for helping students consolidate their understanding of the video content. These activities should encourage students to reflect on what they have learned, apply new language skills, and extend their knowledge.

One common post-viewing activity is **discussion and debate**. After watching the video, students can engage in a class discussion or debate on the topic. This not only reinforces comprehension but also allows students to practice their [speaking skills](#) in a meaningful context. Teachers can facilitate this by providing guiding questions or assigning specific roles to students, ensuring that everyone participates actively (Brown, 2001).

**Summarization** is another effective post-viewing exercise. Students can be asked to write a summary of the video, focusing on the main ideas and key details. This activity helps to reinforce comprehension and encourages students to practice organizing their thoughts in written form. For lower proficiency levels, teachers might provide sentence starters or a summary framework to assist students in structuring their writing (Nation, 2001).

For a more creative approach, teachers can assign **role-plays or simulations** based on the video content. Students can reenact scenes from the video or create their own scenarios using the language and themes they have just encountered. This activity not only reinforces the vocabulary and structures introduced in the video but also promotes active language use in a communicative

context (Larsen-Freeman, 2000).

Lastly, **extension activities** such as research projects, further reading, or related assignments can help students explore the topic in greater depth. These activities encourage [independent learning](#) and provide opportunities for students to apply their language skills in new and meaningful ways.

The effective integration of video content into lesson plans requires a thoughtful approach that includes pre-viewing, while-viewing, and post-viewing activities. By preparing students before they watch, engaging them actively during the viewing, and reinforcing their learning afterward, teachers can maximize the educational benefits of video content in EFL/ESL classrooms. This structured approach not only enhances comprehension but also supports the development of critical thinking, language skills, and overall engagement in the learning process.

## Assessing Learning Outcomes through Video Content

Assessment is a crucial component of the learning process, allowing educators to measure students' comprehension, language skills, and overall progress. When integrating video content into EFL/ESL classrooms, it is important to design assessments that align with the learning objectives and accurately reflect the students' abilities. This section explores how to create effective assessments based on video content, the use of formative and summative assessments, and the role of feedback and reflection in enhancing learning outcomes.

### 5.1 Designing Assessments Based on Video Content

Designing assessments based on video content requires careful consideration of the specific language skills and comprehension levels that the video is intended to develop. Assessments should be structured to measure not only the students' understanding of the video's content but also their ability to use the language in meaningful ways.

One approach is to create **comprehension questions** that test the students' grasp of the video's main ideas, details, and inferences. These questions can be presented in various formats, such as multiple-choice, short-answer, or true/false, depending on the learners' proficiency levels. For example, a video clip depicting a conversation in a restaurant could be followed by questions asking students to identify the food items ordered, the polite phrases used, or the cultural norms observed (Vanderplank, 2016).

**Vocabulary assessments** can also be derived from the video content. Teachers can ask students to define, use in a sentence, or match words and phrases from the video with their meanings. This type of assessment helps reinforce new vocabulary introduced in the video and ensures that students can integrate these words into their active language use (Nation, 2001).

**Speaking and writing tasks** are another effective way to assess learning outcomes based on video content. For instance, after watching a video, students might be asked to summarize the content in their own words, either orally or in writing. Alternatively, they could be asked to participate in a role-play or dialogue that extends the video's scenario, applying the language structures and vocabulary they observed. These tasks assess not only comprehension but also the students' ability

to produce language creatively and contextually (Brown, 2001).

**Design assessments that measure comprehension and language skills with feedback.**

## 5.2 Utilizing Formative and Summative Assessments

Both formative and summative assessments play important roles in evaluating the effectiveness of video content in language learning. Formative assessments are conducted during the learning process and provide ongoing feedback to both students and teachers. Summative assessments, on the other hand, evaluate student learning at the end of an instructional period and are often used for grading purposes.

**Formative assessments** can include informal checks for understanding, such as asking students to share their thoughts on the video during a class discussion or completing a quick exit ticket summarizing what they learned. These assessments help teachers gauge how well students comprehend the material in real time and make adjustments to instruction as needed (Harmer, 2007). For example, if a [formative assessment](#) reveals that students are struggling with a particular concept introduced in the video, the teacher might decide to rewatch the video with a different focus or provide additional scaffolding.

**Summative assessments** are typically more formal and comprehensive. A common summative assessment based on video content might be a written test that includes a combination of comprehension questions, vocabulary exercises, and writing prompts related to the video. Alternatively, a summative assessment could take the form of a project, such as a group presentation where students analyze the video's content and its relevance to the course themes. Summative assessments provide a clear indication of what students have learned over the course of a unit or module and can help inform future instructional planning (Brown, 2001).

### 5.3 Feedback and Reflection

Feedback and reflection are critical components of the assessment process, particularly when using video content in EFL/ESL education. Providing timely and constructive feedback helps students understand their strengths and areas for improvement, guiding their future learning efforts.

When giving **feedback**, it is important to be specific and focused on the learning objectives. For example, if a student's summary of a video was accurate but lacked detail, the teacher might praise the overall comprehension while suggesting that the student include more specific examples in the future. This type of targeted feedback encourages students to refine their language skills and deepen their understanding of the content (Harmer, 2007).

**Reflection activities** encourage students to think critically about their learning experiences with video content. After completing an assessment, students might be asked to write a reflection on what they found challenging or enjoyable about the video, how they approached the assessment tasks, and what strategies they might use in the future. Reflection not only reinforces learning but also promotes metacognitive skills, helping students become more aware of their own learning processes (Schön, 1983).

Assessing learning outcomes through video content involves designing thoughtful assessments that align with instructional goals, utilizing both formative and summative assessments to measure progress, and providing meaningful feedback that fosters student reflection and growth. By carefully integrating these elements into the classroom, educators can ensure that video content not only engages students but also contributes to measurable language learning outcomes.

## Challenges and Solutions in Using Video Content

While integrating video content into EFL/ESL classrooms offers numerous benefits, it also presents certain challenges that educators must address to maximize its effectiveness. These challenges can range from technical issues and content availability to maintaining [student engagement](#). However, with the right strategies and best practices, these obstacles can be effectively managed, allowing video content to enhance the learning experience.

### 6.1 Common Challenges in Video Integration

One of the primary challenges in using video content is **technical issues**. These can include unreliable internet connections, incompatible file formats, or difficulties with classroom equipment such as projectors and speakers. Technical problems can disrupt the flow of a lesson and reduce the effectiveness of the video as a teaching tool. For instance, a video that buffers frequently or has poor sound quality can frustrate students and detract from their ability to understand and engage with the content (Harmer, 2007).

Another challenge is **content availability**. Finding the right video content that aligns with lesson objectives and is appropriate for the students' language proficiency level can be time-consuming. Additionally, access to high-quality video resources may be limited, particularly in regions where digital infrastructure is less developed or where certain educational platforms are restricted. This

scarcity of suitable content can hinder the effective integration of videos into the curriculum (Gilmore, 2007).

**Student engagement** is also a critical challenge. While video content has the potential to capture students' attention, it can also lead to passive consumption if not properly integrated into the lesson plan. Without active engagement, students may simply watch the video without processing or retaining the information presented. This passive viewing can limit the educational impact of the video and reduce the overall effectiveness of the lesson (Mayer, 2005).

## Address technical **issues** and engagement to effectively use video **content**.

### 6.2 Solutions and Best Practices

To overcome these challenges, educators can implement several practical solutions and best practices that enhance the use of video content in the classroom.

To address **technical issues**, teachers can prepare by testing all equipment and video content before the lesson begins. This ensures that any potential problems are identified and resolved in advance, minimizing disruptions during class. Additionally, having backup options, such as downloaded versions of videos or alternative [teaching materials](#), can help mitigate the impact of unforeseen technical difficulties (Harmer, 2007). In cases where internet access is unreliable, using offline video players or pre-loaded video content can be an effective solution.

For **content availability**, educators can utilize a variety of sources to find suitable video materials. Educational websites, [online language learning](#) platforms, and resources provided by professional organizations often offer a wide range of video content specifically designed for language learners. Additionally, teachers can create their own videos tailored to the specific needs of their students. These teacher-created videos can address particular language points, cultural topics, or classroom

interests, ensuring that the content is relevant and engaging (Brown, 2001).

To enhance **student engagement**, it is important to integrate video content into the lesson plan in a way that promotes [active learning](#). This can be achieved through the use of interactive while-viewing activities, such as guided questions, note-taking, or pause-and-discuss sessions, as mentioned in previous sections. These strategies keep students involved in the learning process and encourage them to think critically about the content they are viewing (Carrier, 2003). Furthermore, varying the types of video content used—from short clips to full-length documentaries—can help maintain interest and prevent monotony.

Another best practice is to involve students in the selection or creation of video content. Allowing students to suggest videos related to the lesson topic or even create their own short videos can increase their investment in the learning process. This approach not only boosts engagement but also fosters creativity and collaborative learning (Larsen-Freeman, 2000).

While there are challenges associated with integrating video content into EFL/ESL classrooms, these can be effectively managed through careful planning and the implementation of practical solutions. By addressing technical issues, expanding content availability, and actively engaging students in the learning process, educators can leverage the full potential of video content to enhance language learning outcomes.

## Conclusion

Incorporating video content into EFL/ESL education offers a dynamic and effective way to enhance language learning. Throughout this article, we have explored the theoretical foundations that support the use of video in language acquisition, discussed criteria for selecting appropriate video materials, and provided strategies for effectively integrating videos into lesson plans. We have also examined the importance of designing assessments based on video content and addressed common challenges associated with video integration, offering practical solutions to overcome these obstacles.

The use of video content in the classroom is not merely an enhancement to traditional teaching methods; it is a powerful tool that brings language to life. Videos provide learners with authentic language exposure, contextualize new vocabulary and grammatical structures, and engage multiple senses, thereby facilitating deeper cognitive processing and retention. Furthermore, video content can motivate students and reduce language learning anxiety, making the learning experience more enjoyable and effective.

As the educational landscape continues to evolve, the role of multimedia, particularly video content, will likely become even more significant. Educators are encouraged to experiment with various types of video content and integration techniques, tailoring their approaches to the specific needs and interests of their students. By doing so, they can create a more engaging, interactive, and effective learning environment that not only improves language proficiency but also fosters a greater appreciation for the richness of the English language.

In conclusion, video content is a valuable asset in the EFL/ESL classroom, offering a wealth of

opportunities to enhance both teaching and learning. By embracing the use of videos, educators can enrich their lessons, inspire their students, and ultimately, achieve more successful language learning outcomes.

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**Cite this article**

**APA:** EFL Cafe. (2024, August 12). How to Use EFL/ESL Video Content to Enhance Learning. EFLCafe.net. <https://eflcafe.net/how-to-use-efl-esl-video-content-to-enhance-learning/>

*In-text citation:* (EFL Cafe, 2025)

**MLA:** EFL Cafe "How to Use EFL/ESL Video Content to Enhance Learning." EFLCafe.net, 12 Aug. 2024, <https://eflcafe.net/how-to-use-efl-esl-video-content-to-enhance-learning/>.

*In-text citation:* (EFL Cafe)