Abstract
The present research aims at discovering the effect of exposure to news, cartoons, and films as three different types of authentic programs from various audiovisual mass media technologies on improving the language proficiency of low level language learners. To this end, 60 low level language learners were selected based on a language proficiency test and were divided into three groups as group one, two, and three randomly. During the study which lasted for 10 weeks, group one participants had exposure to a sample selected audiovisual materials from news, group two participants had exposure to a sample selected audiovisual materials from cartoons, and group three participants had exposure to a sample selected audiovisual material from various films. At the end of the study, another sample language proficiency test was given to all the three groups to find out which group could improve its language proficiency more than the other ones. The results of the post-test were indicative of the fact that group one failed to improve its language proficiency. In contrast, groups two and three could improve their language proficiency. More importantly, the second group participants’ improvement was more significant than that of the third group.