

MULTIMEDIA MANAGEMENT IN THE WORLD OF ENGLISH ERUDITION

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ABSTRACT

“Good Teaching is one-fourth preparation and three-fourths theatre.” (Gail Godwin)

The above quote is quite relevant to the teaching procedure in the present scenario whether it be in school or colleges.

Multimedia in the present scenario serves to be the heart and soul of every individual. Without multimedia and technology one's life seems to be like a barren desert whether it is in the field of communication, defense, in the growth of market economy, public and private sectors, health services and politics. Even in the areas of education multimedia plays a pivotal role without which teaching students can be a challenging task. It is believed that engineering students possess a good grip on the use of multimedia but that is only one side of the coin. Even the English teaching to the students is done by usage of multimedia in the form of audio-visual graphics, text, CD, presentation.

In this present paper, an effort is made to enhance the work by positioning more emphasis on the use of multimedia management especially in the world of English teaching to small kids who feel delighted to learn English in a playful manner. This paper also deals with the different methods that are used to teach small kids through multimedia in the form of animations, audio and visual graphics, etc.

KEYWORDS: Multimedia Audio-visual Graphics, Text, CD, Presentation

INTRODUCTION

Multimedia holds a number of definitions within itself which ranges from dictionary to technical meanings. According to the dictionary meaning multimedia means ‘a technique (as the combining of sound, video and text) for expressing ideas (as in communication, entertainment, or art) in which several media are employed; also: something (as software) using or facilitating such a technique.’

(Merriam Webster)

In technical terms the term multimedia implies, ‘the integration of multiple forms of media which inculcates text, graphics, audio, video, animations, and etc. For example, ‘a multimedia presentation’ is one which involves audio and video clips within its presentation.

(Web)

Multimedia is the field associated with the computer-controlled integrations of text, graphics, drawings, still and moving images (video), animations, audio and any other media where every type of information is stored, transmitted and processed digitally.

Traditionally classroom situation was teachers stand in front of the students, giving explanations, informing and instructing. They usually used chalks to write something on the blackboard. These techniques need slightly to be modified regarding with the development of the technology. The using of multimedia in the classroom cannot be denied anymore. That will make possible for teachers giving more opportunity to students being happier and more enjoy during the course. Traditional classrooms have different settings from the multimedia classrooms. Students used to sit in rows and a chalkboard was in front of them. In the multimedia classrooms, student's seat can be modified according to the situation needed. Using print, film and internet as resources for studying provides students with opportunities to gather information through stimuli that will stimulate their imaginations, engage their interest and introduce them to the raw materials for analysis and interpretation of both language and context.

In the era of digitization, when the students enjoy studying by high-technology, it is the duty of the teacher to apply an alternative media to make the teaching and learning fun. The need to utilize Information and Communication (ICT) is mandated by the National Education System Act No. 20 year 2003 and the ministry of National Education Regulation no. 16 year 2007, which states that each teacher is required to familiarize himself/ herself with the education of ICT and utilize it within their teaching for better performance of the students. One way to utilize ICT is by applying e-learning in the learning and teaching process. The teachers and the students will operate the interactive multimedia by using the computer as an assisted tool in the form of multimedia.

Mayer states that in a computer- based environment which in other terms is known as multimedia, the external representations may include spoken –words, which enter through the ears, and animations, which enter through the eyes. One of the main purposes of software usage in the form of multimedia in writing is to facilitate the development of academic writing skills for students through the use of the objects matter for writing assignments. Students using this kind of program found themselves in the virtual world of education.

In this global world where technology has reached at its acme multimedia is one of the boons given by the scientists to human beings as it serves to be one of the most faithful equipments for everyone. Today not only in the field of research but also in various other fields like education, art, entertainment, engineering, medicine, educational mathematical, business and scientific research. The various fields where multimedia plays it magic stick are:

- **ENGINEERING:** In the field of engineering, especially in mechanical and automobile engineering, multimedia plays a very important role. It is used for designing a machine or an automobile which allows an engineer to view the product from various perspectives. It also assists them to zoom on critical parts and do other manipulations before producing it. This type of process is known as computer –aided design(CAD) or computer aided engineering (CAE)
- **MEDICINE:** Nowadays multimedia is also used by doctors to diagnose the illnesses of patients through advanced instruments, computer simulations and techniques. Through virtual surgery doctors can easily perform various operations. The doctors can even see the simulations of how the human body gets affected by various diseases caused due to viruses and bacteria. Thus multimedia helps them to finds techniques that can prevent such diseases.
- **MATHEMATICAL AND SCIENTIFIC RESEARCH:** Mathematical and Scientific Research is a place where multimedia is mainly used for modeling and simulation purposes. For instance, a scientist looks at a molecular

model of a particular substance and changes it into a totally new substance.

- **VIRTUAL REALITY:** it is a technology which helps a user to interact with a computer-simulated environment. It can be a real or an imagined one. This interaction is possible through the use of standard input devices such as keyboard and mouse, or through multimodal devices such as wired glove.
- **EDUCATION:** In the field of education also multimedia plays a vital role. It is used to produce computer- based training courses and reference books like encyclopedia and almanacs. Nowadays, multimedia is known by a nascent term called edutainment that is education through entertainment which develops interest among the students to learn more.
- **INDUSTRY:** in the Industrial based areas or sectors, multimedia is used as a way to help present information to shareholders, superiors and workers. Multimedia is also helpful for providing employee training, advertising and selling products all over the world via virtually unlimited web-based technologies.
- **MULTIMEDIA MESSAGING SYSTEM (MMS):** it is an application of multimedia which permits one to send and receive messages containing Multimedia- related content such as audio and video and also text. Android cell phones and I phones also consists of inbuilt MMS which is both fun learning and knowledgeable.

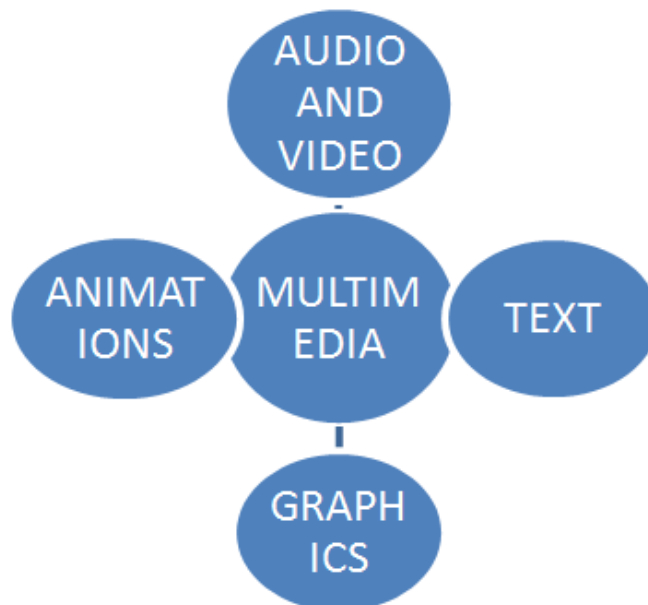


Figure 1: Multimedia – Interactive Products

Interacts with the small children in the classroom depicts its quality of teaching being instructed. In this era of communication language teaching, interaction serves to be one of the prime factors of teaching English language to the students. And this interactive nowadays is taking place with the help of multimedia.

Learning is incomplete without multimedia as it adds colors to one's life. Since the advancement of technology multimedia has been used to teach students not only mathematics, science but also English. It is used because of various reasons like:

- It grabs student's attention.

- It focuses student's concentration.
- It creates interest in the class.
- It gives a sense of anticipation in the mind of the students.
- It energizes and relaxes students for learning exercise.
- It encourages students to work in groups, expresses their knowledge, solves problems, revises their own work, and constructs knowledge of the students.
- It increases the memory power of the student.
- Student's tension gets decreased.
- It fosters creativity and increase their learning and memory power.
- It inspires and motivates the students.

Not only in colleges but also in schools multimedia is used in teaching students. But, teaching small kids is the biggest challenge for both parents and teachers. Thus technology has given a beautiful gift to all for teaching small kids from the very beginning which is only possible through multimedia which is a package of edutainment that is entertainment and education. Multimedia in the form of games, graphics, audio and videos, storytelling catches the attention of small kids who get eager to learn and study more. In order to make their learning more interesting nowadays every home and school consists of computers and laptops along with projectors that can be beneficial for the students to learn things. There are a number of ways through which English language can be taught to small kids which can develop creativity and a sense of anticipation within their minds.

- **English-4kids.Com:** It is primarily a popular multimedia website that provides learning resources for English Small Learning (ESL) kids in the form of Videos and interactive quizzes. In the modern world of technology, kids have developed a more sophisticated taste for visuals and they are mostly multimedia –oriented. From a very early age they tend to operate cell phones which help in developing their learning capacity. Flash cards have always, and will always be a great visual aid in teaching, but modern technology in the form of videos and interactive exercises are rapidly superseding flash cards as the best means of introducing new language to kids. These days it is a combination of flash cards, videos and a couple of others. Based on this understanding we have created several video lessons that blend the world of flash cards and videos in a never-before-seen way. These videos and interactive tests make it possible for teachers and parents to teach their kids without much stress.
- **Power Point Lessons/Video Tutorials:** There are many computer-assisted teaching and learning with interactive whiteboards for teaching purposes. Nowadays we have got innovative methods like PPT lessons & Video Tutorials for teaching small kids. These lessons on power point and video serve small children to learn things quickly and easily as it is eye catching for them. They are designed to teach **Grammar, Vocabulary, Sentence Patterns** and **Reading**, with little stress. There are many visually appealing PPTs/videos which help to vividly present the language and also optimize memory of new language for the students.



Figure 2: Interactive Fun and Games Exercises

- **Riding Game:** In this type of learning students will be asked to press the START button, which will show the description of a type of transport. The student will have to click on the word that is being described. If the word clicked is a kind of transport then the students will gain points and the game will continue to the next level. For example;

It can move but not on the road. It can also float.

Bicycle Coach Car Lorry Ship Motorbike

The correct answer is Ship.

- **Word Confusion:** This is another kind of edutainment for the students to learn the words of English. It is a game of fun brain in which a sentence will be given with two words with similar sounds but with different meanings and spellings that is homophones. The students will have to chose the correct answers and place it in the blank given.



- **Interactive Vocabulary Quizzes/Tests:** Through this activity students can learn new words in the form of vocabulary by appearing for quiz tests. There are quizzes for small children on transport, fruits, vegetables, for kids and beginner of English learning. Through these multimedia teaching kids learn how to spell words correctly read and write and reinforce vocabulary. There quizzes made to improve and learn phonics and phonetics.
- **ESL Kids Lessons – The Online Classroom-** There are also free online learning courses which are divided into different levels. These are taught through online videos, and self- grading quizzes. For example-

- Alphabet and phonics resources which aims at teaching the alphabetical letters to the students.
- Teaching of basic greetings to them like hello and goodbye.
- To help students learn how to tell one's name, age and about the names of their family members.
- To teach them about the numbers, fruits, names of animals, etc.
- **Telling Stories in Words and Pictures:** With the use of multimedia many attractive pictures are made which is quite eye-catching for the students. Through these pictures which can be in some forms of cartoon characters which the kids mostly enjoy seeing, efforts can be made to ask the students to speak something about the pictures of whatever they feel like. This effort of the teacher will not only help in boosting up their confidence to speak things correctly but will also help them get rid of the fear to speak. The interactive multimedia created will help them in creating the stories by clicking the correct button.
- **Vocabulary Learning:** Multimedia can also facilitate students to learn vocabulary as quickly as possible. For example a teacher can show the picture of a fish through the multimedia and ask the students to pay attention to the picture given. Then, the teacher can further ask the students to mention the color of the fish, read the color of the fish and finally the teacher may ask them to work cooperatively to draw and give color to their own fish's picture.

By having this activity, the students will actively speak and enlarge their vocabulary. Thus, multimedia helps them to improve their vocabulary building.

Thus, through the interaction with multimedia, the students become increasingly familiar with the academic vocabulary and language structure which helps them in the higher classes. Multimedia teaching helps the students develop greater confidence in their ability to use English because they need to interact with the internet through reading and writing. Using multimedia provides the students to gather information through media that encourages their imaginations, interests. Also using this technology combined with the sense of teaching will create a successful teaching method.

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