RELEVANCE OF EDUTAINMENT IN ENGLISH LANGUAGE TEACHING

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ABSTRACT

Teaching English through games is one of the best ways to provide entertainment when learning a language. The main purpose of edutainment is to promote student learning through exploration, interactivity, trial and error, and repetition in such a way that students get so lost in the fun, that they do not realize they are learning at the same time. Classroom environment, inclusion of student into the environment, methods which can be used in education by entertaining, experiences and its effect on success are important factors which lead to learning experiences and lesson success. Teachers need to be sure that they are teaching their lessons by taking students' characteristics into consideration and their immediate needs such as having good time in the classroom. Thus, they need to create and develop such activities in view of students' needs for fun coupled with learning, without confining themselves by doing whatever is provided in the curriculum step by step just as we observe in a formal classroom environment. English is an important language which is taught at the entry level in various colleges or universities in India. This paper aims to highlight the relevance and effectiveness of Edutainment approach in English Language Teaching.

Keywords: Edutainment, Approach, Teaching, Learning, Experience

INTRODUCTION –

In recent years, electronic games, home computers, and the Internet have assumed an important place in the life of children and adolescents. There have been major changes in the nature of learning. There is a vast gap between the way people learn and the way in which

new generations approach information and knowledge. The notion that education and learning can be linked with lucid, playful and pleasurable experiences is not new. The introduction of computers and the Internet has affected this tradition for the past half century. For at least the past twenty years, concepts such as edutainment and technotainment have been radically transforming the relationship between learning and play. Like it or not, the games have changed the way current students learn. Hence, it has become essential for the teachers to change the way they teach or to incorporate games into their pedagogy.

One of the common teaching methods that teachers prefer today is the lecture method. Using this method, teacher transmits knowledge to the students who sit passively in the classroom and listen. Another common method is the question-and-answer approach, which was developed in order to avoid the boredom caused by lectures and to provide more efficient learning environment. Since they use one-way communication to explain the idea or principle, the student becomes a passive participant in class. This situation leads the students to become bored to learn which eventually affects their academic performance. English has become a part and parcel of our life and is no longer a foreign language for most of the students. Hence, it becomes necessary for the English teachers to adopt new ways to attract the students' attention in the class- one of them being "Edutainment".

Edutainment- Meaning and Definition

Edutainment is a word that states a mix of entertainment and education, or marriage of education and entertainment. The main aim of this mixture is to support education with entertainment. Edutainment is defined as an application compounded with educational aims and measurements, providing learners with regarding the value of life, using resource and methods and having a good time with the way of creating and having experience.

Many researchers have come up with various definitions of Edutainment which are as follows:

- Edutainment is defined as to encourage entertaining learning with the way of interaction and communication, exploring by creating learning awareness, trial and error (Shulman and Bowen 2001).
- Edutainment is stated as a place comprised with mixture of many items (such as sound, animation, video, writing and picture) and a place where learners both have fun and learn (Druin and Solomon, 1996).
- Edutainment is described as a type of entertaining which is designed with the aim to educate by including entertaining variety such as multimedia software, internet sites,

music, films, video and computer games, and TV programmes in order to exhilarate in addition to educate (Colace and co, 2006).

- Edutainment is to execute permanence of learning by attracting learners' attractions and regenerating their feelings (Okan, 2003).
- Edutainment is also explained as using methods and orders that attract learners' attention in order to provide learners' individual development in learning environments (Fossard, 2008).
- Edutainment is also defined as to provide experiencing and having a good time to the learners with the way of creating and to provide using resources and methods, regarding the meaning of life to learners, as a theory and an application which are combined with educational aims and measurements (Wang and co, 2007).
- Edutainment is applied in order to teach learners how they should use their own knowledge, analyzing things that they learn, combining things that they perceive or evaluating things that they learn (Charsky, 2010).

The process of modern education takes place in the rapid growth of the volume of new information, which is so rapidly becoming obsolete that students have no time to acquire the necessary useful knowledge but whatever is gained quickly loses its relevance. Rapidly developing technologies facilitate new leisure activities, and time for obtaining information has become lesser. Such circumstances have resulted in the emergence of learning technologies like Edutainment, which is based on the concept of education + entertainment. Edutainment includes the use or acquisition of knowledge in defined subject areas, use intellectual skills that apply to specific course content, and provide interactive feedback. The attributes of high quality edutainment software includes learning goals and objectives that are clear and concise. Edutainment also acts as a vehicle for questions and answers when the students are more relaxed, energetic, alert, responsive, and are less fearful and more open to learning. Edutainment - a new technology for learning, can be considered as an aggregate of modern technology and teaching-learning, which is based on the concept of learning through entertainment.

Edutainment is a feature of the technology which involves implementation of modern forms of entertainment in traditional lectures, lessons, classes, workshops, classes, etc. Without television programmes, desktop, computer and video games, movies, music, websites, multimedia software, it is already impossible to imagine a modern training and communication. Currently in education, there is a transition to more interactive, engaging, experiential learning methods in many countries. Nevertheless, even John Dewey, one of the greatest philosophers of the United States, noted the importance of initiatives and emotions in course of training and emphasized that learning (it means lifelong learning) is fundamental to

human existence. John Dewey also stressed the importance of skills and problem-solving skills, the need for the development of creativity. He believed that education should not be a tedious and unpleasant process (Dewey, John, 1897).

One of the techniques of implementing edutainment technology in ESP class is podcasting. 'Podcasting' involves placing recorded material on a website from which it can be downloaded and listened to later. Podcasting is a relatively new technology and educators everywhere are still exploring its possibilities. Podcast can be used to supplement online and face-to-face classes, allowing students to personalize their learning and freeing faculty to try more interactive and entertaining teaching methods (Farkas, 2014). Podcasting has become a major feature of contemporary society and has emerged as a means for supporting learning within educational institutions. However, podcasting should not be seen as a replacement for the contact between the teacher and the student. Podcasts can offer an interactive medium for enhancing the student learning experience; it is still only a one-way form of communication.

Researches to this date have signified various advantages of integrating games into our language teaching. Games emphasize the meaning in language learning, thus, learners will better remember the language they learnt (Tuan &Doan, 2010). They enable learners to develop physically, socially, emotionally and cognitively besides being enjoyable and fun either as a competition or cooperation with clearly defined goals and rules (Read, 2007). They provide fun and comfortable environment in which learners are more motivated to take risks in language practice (Wright, Betteridge, and Buckybuy, 2006). In the TEEM report (McFarlane et al 2002), it was observed that games can support valuable skill development such as strategic thinking, communication, negotiating skills.

Drane and and his co. (2011), stated that educator should increase the quality of students' experience primarily in as much as it is necessary to be creative and create convenient environment to bring about students' learning. Teachers should learn some techniques which are aimed at developing a positive learning environment and they should make the students feel enthusiastic about learning by creating enjoyable atmosphere in order to make subjects more enjoyable and learning permanent.

Dramatization is an important part of English Language Teaching, which promotes learning with experience. In the method of performing, an event, situation or a problem is dramatized by a group of students in front of the other students' eyes. After students watch the dramatization, they discuss the event at all points. The method of performing has an effective role in gaining emotion and skills. For example, during the play when the students are required to put themselves in someone's shoes, they try to reflect their feelings and thoughts.

While carrying this out, they learn the art of performing. It improves students' problem solving and communicating ability and dramatization technique.

Encouraging students to participate actively in classroom activities and having a calm atmosphere in classroom affect students' success positively. The students should be involved in activities like debates and group discussions which will create an environment where they are enabled to share their ideas and learn from each other. Teachers play an important role in giving lessons and help the students in grasping and perceiving the subject. Edutainment ensures that learning is a productive process. Students' learning is also affected by teacher's equipment and learning styles and even the atmosphere of the classroom. Therefore, in order to form the learning atmosphere, the teacher needs to create positive classroom atmosphere.

CONCLUSION

As education design becomes more complex and challenging, a new form of teaching is required in delivering new knowledge and a more democratic relationship between teacher and students. Teachers should vary their teaching method in order to increase student's interest and understanding. There are various methods that can be chosen to help them in delivering their knowledge to the students. Teachers have to be creative and innovative in order to choose the right teaching method, at the right time, for the right students.

Edutainment approach facilitates learning by having a good time and experience at the same time. Students' enthusiasm and excitement can be increased in order to teach them topics which are difficult to learn due to Edutainment approach, which appeared from combination of education and entertainment. Teaching English can be made easy by attracting learners' attention and making the subject more interesting and enjoyable with the help of edutainment.

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