

INTERPRETING MULTIMEDIA IN THE ESP CLASSROOM

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This article describes the method that could help the students to develop their skills in English through multimedia. Multimedia use in classroom will provide opportunity for interacting with diverse texts that give students a solid background in the tasks and content of mainstream university courses.

This is an effective approach to attract students' attention and more attractive way to the students that can get more information from class. Through the interaction with multimedia, the students become increasingly familiar with academic vocabulary and language structure.

Keywords: *Multimedia, ESP classroom, interaction, technology, effective approach*

Multimedia has applications in various areas including: art, education, medicine, mathematics, business and scientific research. As a subject it is still in its stage of infancy, which excites and attracts educational technologists. Every year, there is an increase in the number of students learning English who want to develop strong English language skills. One of the techniques to improving the students' learning is using multimedia in the process of teaching in the classrooms.

The term multimedia was coined by singer and artist Bob Goldstein (later 'Bobb Goldsteinn') to promote the July 1966 opening of his "LightWorks at L'Oursin" show at Southampton, Long Island. Goldstein was perhaps aware of a British artist named Dick Higgins, who had two years previously discussed a new approach to art-making he called "intermedia." On August 10, 1966, Richard Albarino of Variety borrowed the terminology, reporting: "Brainchild of songscribe-comic Bob ('Washington Square') Goldstein, the 'Lightworks' is the latest multi-media music-cum-visuals to debut as discothèque fare" [2]. Two years later, in 1968, the term "multimedia" was re-appropriated to describe the work of a political consultant, David Sawyer, the husband of Iris Sawyer—one of Goldstein's producers at L'Oursin.

Multimedia includes a combination of text, audio, still images, animation, video, or interactivity content forms. It refers to content that uses a combination of different content forms. The power of multimedia and the Internet lies in the way in which information is linked [7]. However, multimedia can help enhancing our educational system and make learning to be more interesting, fun and exciting experience, it will also help students to fully grasp an understanding of the subject that they learn, it could be evolving into that is much better than the traditional system. In traditional approach of learning the same information can be lost because of a lack of creativity and resources this tend to make learning a bit difficult and boring and students tend to be confuse and unable to understand the topic that they learn. When the traditional methods are modified along with some innovative ideas the entire learning and teaching process is enriched and guarantees a success in efficient learning [6]. The charts below highlight the differences between traditional approach of learning and multimedia learning.

Chart 1: Traditional Method- a one way flow
interactive learning process

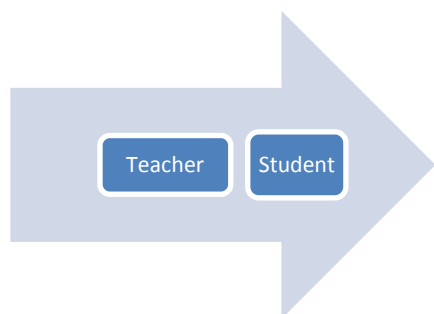
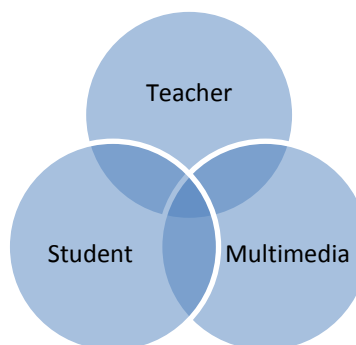
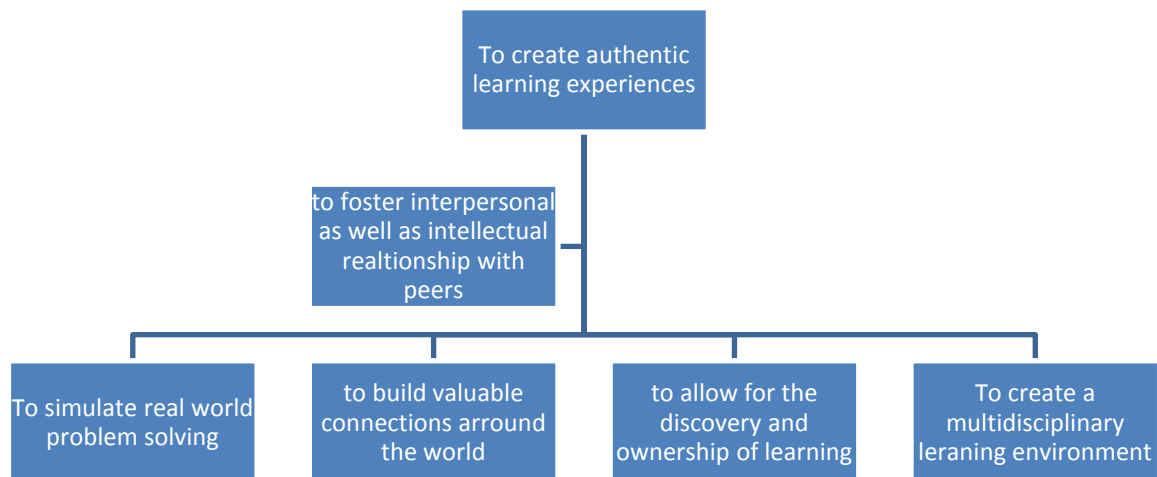


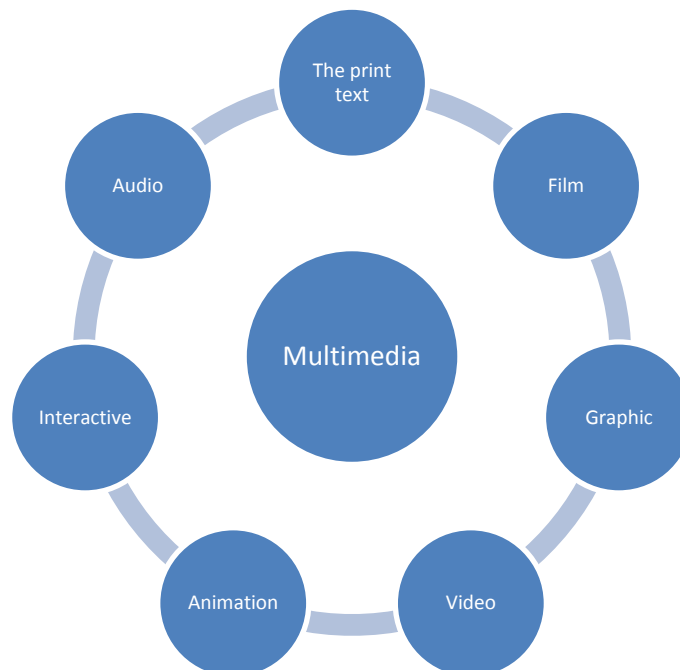
Chart 2: Multimedia Learning- an interactive learning process



Multimedia use in classroom will provide opportunity for interacting with diverse texts that give students a solid background in the tasks and content of mainstream university courses. Furthermore, because educational technology is expected to become an integral part of the curriculum, ESP students must become proficient in accessing and using electronic resources. Dealing with education, Internet presents the students a wide range of collection of English language texts in many areas [1]. Through their interactions with multimedia texts on topic of interest, students become increasingly familiar with academic vocabulary and language structures. Thus they greatly increase their overall knowledge base, as well as their English language and critical literacy skills, facilitating their performance in future university courses. Why integrate multimedia into curriculum?



Multimedia combines five basic types of media into the learning: text, video, audio, graphics and animation, thus providing a powerful new tool for education.



The Print text used in presenting students with sophisticated reading that contains cognitively demanding language and introduces a wide range of vocabulary.

In general, texts are used in order to provide important information. This is because text are more direct and easy to understand rather than the other multimedia elements. In learning, text are the most commonly used element. But, by using multimedia text, the word can be much more interesting rather than plain text thus increasing the learning effectiveness.

Graphic is the most creative way of learning approach. It can be either a photograph, drawing or picture. Using graphic in education will increase the students understanding. It will also enhance their memory skill because picture are easy to remember. This is because image use a massive amount of cortical skills such as color, form, line, dimension and imagination.

Audio has been used in education for many decades. Because everything that we learn can be recorded, it is an effective tool for the students because they use it to interact with the course content provided by their teacher at any times and any location that they want. Audio also ease the students by conducting live online discussion via audio tools and platform [5].

Video is widely used multimedia element. It also has the highest performance on your computer or device among the five elements. This type of multimedia element is used because it can provide visual stimulation for students so that they can have a better understanding in learning.

Film plays a vital role in improving the language. It is a very common past time but apart from the most of the times they are also instructional and educational.

Animation is created using continuous motion and shape change combined together to produce an animation. By using this software, students can use their own creativity and idea to present a project that they like. This help to improve their creativity while bringing fun in learning. Animation also can help students to learn faster and easier. This is because they can help teacher to explain a difficult topic [3].

There are many advantages in applying multimedia elements in education. One of it is that multimedia enable students to represent information using several different media. This prove to be helpful when students need to do their project. By using multimedia elements, they can present their project in a much more creative ways, they can convert written work into multimedia presentations. Moreover, multimedia approach also provide flexibility of where and when can they learn. Multimedia approach also helps the students to develop a higher order thinking skills. By using the multimedia elements, students use their own idea and creativity to combine the elements of multimedia to produce something fresh and new. With multimedia, interactive learning can be done with live-action video, feedback, questions and answers to keep the students interested and help enhancing their skills. Next, with multimedia simulation technique can be effectively applied. By using simulation, student can grasp a better understanding about the step and producer to make or do a certain project. This can improve their understanding and also help improving their skills [4].

There are also several disadvantages in applying multimedia elements in education. For example: lack of infrastructure, too much light in the room, problem with echo and time constraint. To overcome these problems you should plan well- always have a backup plan, familiarize yourself with the equipment and its functioning and use the correct format for files.

Using multimedia provides the students to gather information through media that encourages their imaginations, interests. Through the interaction with multimedia, the students become increasingly familiar with academic vocabulary and language structure. With the help of its elements, it can invoke creativity in both teacher and students so that they can apply it in order to teach or learn.

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