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PIONEERING EDUCATIONAL PERSPECTIVES

Series 2025

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Chief Editors:
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Preface

Pioneering Educational Perspectives: Series 2025 is a collection of thought-provoking insights and research contributions exploring contemporary educational trends and practices. This eBook presents a diverse range of perspectives on innovative teaching methodologies, digital learning strategies, and transformative approaches in education. Designed to serve as a resource for educators, researchers, and practitioners, it aims to inspire meaningful discussions and advancements in the field. Through carefully curated chapters, this publication offers fresh ideas and practical solutions to enhance learning experiences in an ever-evolving educational landscape.

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ANIMATION VIDEO FOR VOCABULARY LEARNING

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ABSTRACT

This innovation introduces the use of animation videos as a digital tool to enhance vocabulary acquisition among ESL learners. Recognising the challenges these young learners face in grasping new vocabulary due to limited exposure and practice, this approach leverages the engaging nature of animated content to create a more effective learning experience. The purpose of this innovation is to provide a dynamic and interactive learning environment where students can encounter new words within contextualised scenarios, improving both comprehension and retention. Key features of the animation videos include vibrant visuals and storytelling elements that capture students' attention, combined with repeated exposure to target vocabulary in meaningful contexts. The videos also incorporate visual and auditory reinforcement, ensuring that learners can associate words with images and correct pronunciation. Interactive components are embedded to encourage active participation, while culturally relevant content ensures that the vocabulary is relatable and easier to understand. This innovation not only aims to make vocabulary learning more enjoyable but also addresses the specific needs of ESL learners by providing a multi-sensory and flexible approach to language acquisition.

KEYWORDS: Animation, Video, Vocabulary, Visual & English as a Second Language (ESL).

PROBLEM AND OBJECTIVE

Young ESL learners mostly struggle to retain and recall newly learned vocabulary due to limited exposure and practice opportunities. This challenge is exacerbated by the complexity of spelling and pronunciation, making it difficult for students to integrate the words into their active vocabulary. Additionally, the learners face difficulties comprehending culturally unfamiliar terms, which further hinders their overall language acquisition and fluency. Traditional teaching methods have proven insufficient in engaging the students and helping them remember vocabulary long-term. Students often struggle with interest, retention, and understanding when learning vocabulary through traditional methods. Text-based learning can be tedious, especially for younger or visual learners, leading to lower motivation and retention. Without visual context, abstract terms or complex ideas can be hard for children to grasp and communicate effectively. As a result, there is a need for innovative approaches to enhance vocabulary learning and retention: videos with animation are an excellent way to teach any kind of content, including vocabulary (Siregar et al., 2021).

Objectives of the Innovation:

1. To enhance students' vocabulary acquisition through animation video.
2. Enhance engagement in English vocabulary lessons by capturing students' attention and making the vocabulary learning process more enjoyable.

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3. To utilise visual and auditory stimuli through animation to improve students' memory retention of new vocabulary words.

DESIGN DESCRIPTION

Purpose:

To be precise, a moving cartoon or graphic made up of sequentially presented picture sequences is called an animated video (Wang et al., 2012 as cited in Munawir et al., 2022). The design of this animation video-based vocabulary learning tool is aimed at enhancing vocabulary acquisition among young ESL learners. Hence, the purpose is to create an engaging and interactive platform where young learners can encounter, practice, and retain new vocabulary in a way that is both enjoyable and educational.

Features:

- Vibrant Animation and Storytelling: The videos utilise bright colours, dynamic animations, and captivating stories.
- Contextualized Vocabulary: Words are introduced within meaningful scenarios for context clues.
- Visual and Auditory Reinforcement: Each vocabulary word is paired with visual representations and audio pronunciation, aiding memory retention.
- Interactive Elements: The videos include interactive features such as prompts to repeat words, answer questions, or participate in simple quizzes.
- Cultural Relevance: Content is designed to be culturally relevant to the learners.

Functionality:

The animation videos are easily accessible on digital platforms, making them suitable for both home and classroom learning. Research shows that media can enhance learning by creating a positive educational environment (Radu, 2014; Hasbi et al., 2022). The design allows for repeated viewing, enabling students to reinforce vocabulary at their own pace. Teachers can integrate these videos into lessons or use them as supplementary material for independent learning.

Target Audience:

This design is specifically tailored for young ESL learners (3 - 9 years old) who struggle with vocabulary acquisition due to limited exposure and practice.

Unique Selling Points:

- Engagement through Animation: The use of high-quality animation makes learning fun and captivating, increasing student motivation.
- Interactive Learning: The integration of interactive features differentiates this tool from passive learning resources, ensuring active student participation.
- Cultural Sensitivity: Customisable content that aligns with the learners' cultural background enhances relevance and understanding.

VISUALS

The Animation Video for Vocabulary Acquisition:

"Every day Routines - Vocabulary"

https://www.canva.com/design/DAGPnsAFntU/vq3ddsJOa12INpdfLCEQ5g/watch?utm_content= DAGPnsAFntU&utm_campaign=designshare&utm_medium=link&utm_source=editor

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Figure 2</td></tr>
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</table>

NOVELTY AND UNIQUENESS

- **Integration of Animation with Contextual Learning**: This approach ensures that learners not only memorise words but also understand their meaning and usage in real-life situations.
- **Dual-Channel Learning with Interactive Elements**: The innovation prompts (repetition, questions, and quizzes), ensure that learners are not just watching but also participating, leading to deeper retention and understanding of new vocabulary.
- **Cultural Relevance and Customizability**: The content can be tailored to reflect the learners' cultural backgrounds, making it easier for them to relate to and understand the material.
- **Flexibility and Accessibility**: The design's accessibility on various digital platforms allows for flexible learning, catering to the needs of both classroom settings and independent study.

BENEFITS TO MANKIND

The design benefits young ESL learners by making vocabulary learning engaging and accessible, improving comprehension and communication skills. It addresses the issue of limited exposure and practice, leading to better educational outcomes. The digital tool also reduces the need for physical resources, helping to minimize paper usage and waste.

COMMERCIAL POTENTIAL

The design has strong commercial potential in the rapidly growing edtech market, particularly within the ESL segment. Its competitive advantage lies in its unique blend of engaging animation, interactivity, and cultural relevance, which differentiates it from traditional language learning tools. The design is scalable, easily adaptable for different age groups and languages, and can be distributed via subscription-based models, in-app purchases, or licensing to educational institutions. The low production cost of digital content, coupled with the

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potential for global reach through online platforms (YouTube and Canva), makes it a cost-effective solution with significant revenue potential.

CONCLUSION

In conclusion, this animation-based vocabulary learning tool presents an innovative solution to the challenges faced by young ESL learners. This is because videos with images can improve language acquisition by providing students with a clear understanding of vocabulary recognition meaning (Lina Silfia et al., 2018). The design can be expanded for different age groups and languages, broadening its global reach. Future improvements might include adaptive learning technologies and complementary resources like games or apps to reinforce learning. With its strong commercial potential and scalability, this tool could significantly impact language education worldwide.

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