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INTERNATIONAL CONFERENCE OF  
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**EMBRACING CHANGE:  
EMANCIPATING THE LANDSCAPE  
OF RESEARCH IN LINGUISTIC,  
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**“Embracing Change: Emancipating the Landscape of  
Research in Linguistics, Language and Literature”**

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## AND WHAT IF?

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### ABSTRACT:

Children's storybooks have always been one of the most important tools for parents to help their children learn to read and write. In view of this, "And What If?" offers the same function as the currently available storybooks but with an advanced interactive game included. The chosen scope of this assignment is Creative Writing. As children are done reading the stories written, they can edit the plot of the stories by adding in their own ideas as well as answering the reflective activity game. The main objective of this unique storybook is to allow children to be more imaginative and hone their creative thinking skills in a more interesting way. To proceed with this idea, an online survey was carried out to obtain opinion and impression of the public regarding the project. Majority of the respondents agreed that this upcoming project will be beneficial for the children and are willing to invest in the storybook. The findings support the need to create a book that would add to the existing literature as well as assist parents who wish to have their children read more English materials.

**Keywords:** eBook, fantasy, ESL readers

### 1. INTRODUCTION

"And What If" is a children's storybook which is a project prepared for the subject called Professional Communication Exercise (ELS304). The scope chosen for this project is Creative Writing (ALS252) which was a subject learned in the fourth semester of the Diploma in English for Professional Communication. This project was inspired by children's storybooks that usually have activity at the end of the book for kids to do. Therefore, this is an advanced version of it where all the activities can be done online. According to Danaei et al. (2020), children may find reading to be challenging due to difficulties in recognizing new words and may result in lack of proper comprehension of the story. This problem could be addressed by offering the children a creative outlet to demonstrate their understanding of the reading material, which in this case, the online game activities. Past studies by Hassinger-Das et al. (2020) as well as Mantilla and Edward (2019) found that by providing interactive games, children are able comprehend the story better as opposed to traditional reading approach using printed books.

This project is a storybook with compilation of life lessons stories with an interactive game appended. The online games prepared in the book are reflective questions and also an option for the young readers to edit the plot of the stories written using their own creativity. This book contains a total of four short stories and a QR code linked to the interactive game page. The interactive game is included to help children understand the stories better and express their creativity in an interesting manner. The target audience for this project is children from the age of 5 to 9 years old and parents who would like to possess supplementary reading material for their children.



## 1.1 Project Objectives

The main objective of this project was essentially to write a storybook with games included to make it more interesting for children. Children may find it exciting to read and finish the games, especially if there are lots of illustrations in them. This project also aims to let children express their imagination by completing the activity included. The activity will either be questions asking for children's reflections or options for them to edit the plots based on the stories in the book. The storybook also attempts to help children be familiar with the fundamentals of learning, especially in terms of reading.

## 1.2 Entrepreneurial Opportunities

It is projected that the sales generated from the purchase of this storybook would demonstrate the entrepreneurial opportunity in pursuing this project. The existing storybook offered to children mostly lack interactive games as one of its features (Behnamnia et al., 2020; Lim & Choi, 2021). This points to the potential for this book to address one of the aspects that is lacking in the storybooks offered in the current market.

## 2. METHODOLOGY

An online survey was administered via Google Form to obtain opinions from the public. A total of 36 respondents completed the online survey for this study. This approach makes it easier to evaluate how the public in general views the project and how many individuals are interested in purchasing the book.

## 3. RESULTS AND DISCUSSION

Using Google Form, an online survey was carried out to ensure that this project has its entrepreneurial opportunity. One of the survey's objective is to investigate public demand for as well as acceptance of the planned children's storybook. The survey was conducted for two weeks and received a total of 36 responses. From the survey, it was recorded that 36.3 percent of the respondents were between the age of 36 to 50. Based on the age range, it is believed that most of the respondents already had children. As a result of that, this project will highly focus on these target population other than other respondents which probably are still students or do not have any children yet. From the survey it was revealed that all the respondents (100%) were willing to buy the storybook for their children if they were a parent. This points out that this project has a high potential to be well-received by people in general, especially parents. On top of that, majority of the respondents (63.6%) were ready to invest RM15 to RM20 for the storybook. Meanwhile, the rest of the respondents (36.4%) preferred the book to be priced either lower than RM15 or higher than RM20. The results from this survey item indicates that the upcoming project should be sold with a reasonable and affordable price.

In terms of the number of stories to be included in the book, majority of respondents (61.1%) suggested that four to seven stories should be put in the storybook, while 30.6 percent of the respondents voted for one to three total of stories and another three respondents agreed to include more than eight stories in the storybook. The last question in the survey seek the investigate the public's opinion towards the concept of the book. Nine respondents agreed that the storybook is a medium for children to develop their creative skills and sharpen their thinking skills. The concept of open ending in this storybook enables the children to come up with their own ideas and hone their self-directed learning with the guidance of the parents. This aligned





with the objective of creating a storybook that doubles as a supplementary material for parents in teaching their children. Four respondents acknowledged the possibility of the storybook to be a medium to distract children from gadgets. This is supported by the fact that the storybook will contain fun and colourful animations to keep the children engaged and entertained while still learning some new skills from each story. Three respondents suggested a few things that could be done in the storybook. One of them is to use simpler words alongside big and bright pictures. Another one suggested to include simple riddles, poems, and proverbs to enhance children on their language and comprehension skills. Finally, one respondent suggested for the storybook to characters with good role model attitude as children are prone to follow what they see, and it is important to only implement good qualities for the children to imitate.

#### 4. CONCLUSION

In conclusion, “And What If” is a good concept for a storybook for children from the age of 5 to 9 years old. In support of this, as stated before, Hassinger-Das et al. (2020) indicated that children gain much more in reading and critical thinking skills from illustrated storybooks that also contain interactive games. The positive findings towards the concept proposed in the book which were from the online survey will further strengthen the potential and benefits that the storybook has to offer. On top of that, with the interactive games included, this book also offers a unique supplementary reading material for the parents. Therefore, this project benefits the children not just by teaching the moral values but also allowing them to review the stories in a more appealing way. It is hoped that this storybook will enhance its reader’s creative thinking skills while reflecting on the life lessons that the book is attempting to impart from the characters in the stories.

#### ACKNOWLEDGEMENT

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## INTERRUPTED: LIFE IN A PODCAST

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### ABSTRACT:

The transitional period to adulthood is challenging for students. They are expected to immediately take on the responsibility of being adults but may not receive adequate assistance in doing so. Although there are numerous self-help and motivational materials out there, these are mostly targeted towards parents and teachers. In addition, the contents of these materials focus on academic and relationship issues. However, there is a lack of materials focusing on these themes especially ones that are created by their peers. Hence, this project is created to fill the gap and provide more general themed content for the targeted audience (i.e. teenagers, young adolescents). 'Interrupted' is a pre-recorded informal podcast that was aired on YouTube that mainly focuses on topics that help teenagers transition to adulthood. Four adolescents in their early 20s and from different backgrounds conducted discussion sessions to share their opinion and experiences in navigating adulthood. The point of this specific theme is to widen the audience's mind and inspire them to successfully go through this new lifestyle that they need to be accustomed to. A thorough online research related to podcasting and content creation ensures that the podcast was done well. It was also promoted successfully according to the plan and managed to reach the intended audience.

**Keywords:** podcast, adulthood, teenagers, content creation, life

### 1. INTRODUCTION

According to Gray (2022), a podcast is a compendium of spoken word, audio series that are all concentrated on a specific subject or issue, such as cycling or startups. The whole purpose of creating this podcast is to have interaction between friends from different backgrounds and give out their opinion based on the topic selected. According to Singer (2019), engaging with listeners via podcast creates the opportunity for discussion, interaction, and co-content production. This will create division and healthy arguments to support their beliefs and statements. Hence why the name 'Interrupted' was picked because once the discussion has started, there will be a lot of interruption among themselves. One of the many challenges among teenagers is that they are still too young and lack knowledge when it comes to making the right decisions. The discussion will help them open their minds to a different way of thinking and view of life. Tobin & Guadagno (2022) believes that people's basic perceptual necessities may be satisfied by listening to podcasts.

The advanced streaming technologies that are available nowadays means that people are able to listen to podcasts on different platforms such as Spotify, YouTube, Apple, podcast

apps, and many more. This particular project is streamed using YouTube. A total of two episodes were aired on the 'shazelin' YouTube channel as it is the most popular streaming platform and the easiest medium for most people to listen to podcasts. Each episode is 12 minutes long because a short duration of podcasts will attract more listeners.

Podcasts today are known for audio without visuals. As stated by Gray (2022), even if there are visual podcasts, the majority of them nowadays are audio-only and the demand for background information is what gave rise to podcasting. This refers to anything that may be done in the backdrop of other bland or routine tasks so it entertains, educates, or inspire people. Due to this, an idea has been set in mind to make a visual podcast so that listeners are able to see the speakers' personalities, feelings, reactions, and dedication when expressing their own opinion.

### **1.1 Project Objective**

As mentioned above, the podcast is solely created to widen youngsters' mindset of adulthood and inspire them with the new lifestyle that suits them in this generation. This is because people rarely talk about growing up and how to deal with it. It is a known fact that teenagers are going to struggle a lot when they reach the age of finally becoming an adult. In hoping to enlighten them, the podcast itself will help answer some of their questions and give them a different perspective of seeing the problem as well as common sense knowledge. According to Tobin and Guadagno (2022), listening to podcasts might potentially raise one's sense of ability because they offer a rather simple approach to broadening one's knowledge on a number of topics.

### **1.2 Entrepreneurial Opportunities**

Platforms such as YouTube generally provide opportunities for its creators to reap monetary gain for their contents. According to CompareHero (2021), YouTubers that use Google AdSense receive 68% of the money generated by ad sales from Google. Hence, Google will pay the YouTuber \$68 (RM281) for every \$100 (RM414) that an advertiser spends on Google. Ad views generally cost an advertiser between \$0.10 (RM0.40) and \$0.30 (RM1.24), or an average of about \$0.18 (RM0.75) per view. A video with 1,000 views will receive about 150 ad views, given that 15% of viewers will watch enough to earn you money. Creators can expect to earn roughly \$18 for every 1,000 ad views, or about \$3 (RM12) to \$5 (RM20) for every 1,000 video views. However, this project did not make use of the official Youtube advertisements plan as part of its entrepreneurial opportunities, due to copyright claims on the background music used in the podcast episodes. Nevertheless, it is proven that income generating opportunities do exist for content creators and moving forward, it is hoped that the project can be further improved to make use of the advertising plan provided by the platform.

## **2. METHODOLOGY**

The project was done step by step according to the weekly planner throughout the semester with constant consultation with the respective supervisor.

### **A. Online research**

According to Spangler (2021), podcasters will have several pricing plans to choose from for Spotify subscriptions: \$2.99, \$4.99, or \$7.99 per month. Although it is a affordable and suitable for the purpose of the project, further research found that Youtube provides a better offer

which is a free subscription for podcasters to post their content. In terms of deciding the content of the podcasts, another thorough research was done to help pick the best topic to be used in the project.

## B. Episodes

- i. Episode one - foundation or diploma? penerapan? life after degree.

This episode focuses on providing insight to help the audience plan their academic journey. As the people involved in this session are final semester diploma students, they were able to provide their perspectives on the choices available to them once they have completed their diploma level education.

- ii. Episode two - married at a young age? relationships

The second episode focuses on issues related to relationships. This is a commonly discussed topic among adolescents. The speakers in this session talked about their own experience and even included their thoughts on marriage.

## C. Design

The next phase of the project is to design the poster and logo for branding purposes. The poster and logo are also used to promote the channel to potential listeners. Both the poster and logo went through several design changes to make sure that the end product is suitable to be used for promotional purposes.



Figure 1: Old poster and new poster comparison

OLD LOGO

NEW LOGO



Figure 2: Old logo and new logo comparison

#### D. Promotion

Twitter is used as the promotional platform for the podcast as it suited the purpose of the project. For example, Twitter Space is a live discussion feature that can be used to promote the project. In addition, Instagram is also used to promote the project. However, as the platform is more suitable for image-based projects, the engagement rate for this project is not as high as the engagement rate on Twitter.

### 3. RESULTS AND DISCUSSION



Figure 1: A Twitter poll on people's choices of topics

The result shows that potential listeners are more interested to listen to podcasts that focuses on life related topics. Some examples of such topics are challenges of transitioning to adulthood or how to deal with life problems like mental health. These are topics that the audience feel they can relate to. The second most chosen topic is relationships because at this age, the majority of the respondents are dealing with relationship issues. Therefore, they are in need of relationship advice from different people's point of view. The respondents are less interested in educational topics because these topics are quite common and have been covered by others before. However, these topics are usually more generic. Therefore, episode one of the podcast still focused on education as the issue covered (life after diploma) is specifically aimed at audience members that are currently pursuing diploma or those who are looking for options to further their studies to the degree level.



## CONCLUSION

In a nutshell, the podcast has successfully been listened to by many teenagers in Malaysia. It is hoped that this podcast will continue to grow and attract more listeners in the future. Achieving this goal will require a better organization of the topics, regular posting schedule and more promotions. This podcast does not only expose the audience to educational issues, but also issues on relationships and life in general. The choice of topics makes it easy for the audience to relate to and will also get them to realise that there are others going through the same issues as them. Therefore, this podcast is worth listening to as the audience can improve themselves and use the experience of others to aid them in navigating adulthood. In addition, it also provides a medium of discussion and opinion exchange that can further improve communication skill. Interrupted podcast wishes to spread awareness on important issues to its audience and provide them with the necessary tools to make informed decisions.

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