



**FACULTY OF INFORMATION MANAGEMENT
MARA UNIVERSITY OF TECHNOLOGY**

Bachelor of Science in Information Management
(IM 245)

MANAGING OF AUDIO VISUAL RECORDS AND ARCHIVES
(IMR 665)

**ASSIGNMENT:
ARTICLE SUMMARY**

Prepared by:
NURHARFAH BINTI HARON (2012798009)

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Prepared for:
Mdm. Nurulannisa Binti Abdullah

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Article on:

Article 1 - “The Use of Video as an Audio-Visual Material in Foreign Language Teaching Classroom”

Article 2 – “Incorporating audio-visual materials in university teaching: Results of a faculty survey and corresponding actions of the Library”

Prepared by

Nurharfah binti haron

Faculty of Information Management
Universiti Teknologi MARA
Machang, Kelantan

1.0 Abstract

*Particularly, the use of video as an audio-visual material in foreign language teaching classrooms has grown rapidly because of the increasing emphasis on communicative techniques, and great help for foreign language teachers in stimulating and facilitating the target language. The purpose of this article was to provide the required information for foreign language teachers (FLT) so that they can make use of video efficiently in the classroom by **Dr Ismail Chakir** in the journal “**The use of video as an audio-visual material in foreign language teaching classroom**”. Meanwhile the second article “**Incorporating audio-visual materials in university teaching: Results of a faculty survey and corresponding actions of the Library**” by **Shun Han Rebekah Wong**, presents the results of a faculty survey conducted by the Hong Kong Baptist University Library regarding faculty attitudes and comments on the use of audio-visual materials for teaching.*

Keywords: Video, activity, teaching foreign language, technique

Keywords: Faculty survey, audio-visual materials, teaching and learning, user behavior

Library changes

2.0 Introduction of the review

In recent years, a great tendency towards the use of technology and its integration into the curriculum has gained a great importance. Particularly, the use of video as an audio-visual material in foreign language teaching classrooms has grown rapidly because of the increasing emphasis on communicative techniques, and it is obvious that the use of video is a great help for foreign language teachers in stimulating and facilitating the target language. It is a well-known fact that audio-visual materials are a great help in stimulating and facilitating the learning of a foreign language. According to Wright (1976:1) many media and many styles of visual presentation are useful to the language learner. That is to say, all audio-visual materials have positive contributions to language learning as long as they are used at the right time, in the right place. Meanwhile the other article presents the results of a faculty survey conducted by the Hong Kong Baptist University Library regarding faculty attitudes and comments on the use of audio-visual materials for teaching. Results showed a fairly high level of AV material use for teaching, overall satisfaction regarding material content, and overall dissatisfaction regarding content currency and content variety. The availability of moving images and audio resources can be used in many ways to enhance teaching and learning experiences. On top of their effectiveness in illustrating concepts, showing examples, inspiring discussion and enhancing language skills, more importantly, these materials can provide a more exciting way of teaching and learning than a straightforward lecture or tutorial (McNaught, 2007). Several recent studies have provided empirical data to prove the continued and increasing popularity of media resources in instruction (Laskowski, 2002/03; Houston, 2000) and its tremendous success (Moreno and Ortecano-Layne, 2008) in the college and university level across different disciplines.

3.0 Objective

Article 1

The use of video as an audio-visual material in foreign language teaching classroom

Overall objective of

- To provide the required information for foreign language teachers (FLT) so that they can make use of video efficiently in the classroom

Article 2

Incorporating audio-visual materials in university teaching: Results of a faculty survey and corresponding actions of the Library

The objective of the article

- To gauge the use of HKBU Library AV materials by teaching staff for teaching
- To better understand faculty attitudes and needs,
- To get direction on how our AV collection could be improved,
- To gain insight into how we could better deliver our AV resources to users