

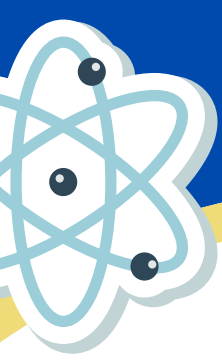

Academy of Language Studies
UiTM Cawangan Pulau Pinang

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Sparkle through Speech 3.0

Digital Dialogue: Mastering Communication Skills

By Nur Afiqah Ab Latif, Marni Jamil & Noraziah Mohd Amin

The Sparkle Through Speech (STS) programme is a specialised initiative designed for school students to enhance their language skills, specifically communicating in English, with confidence. It is organised by the Academy of Language Studies (APB), Universiti Teknologi MARA, Pulau Pinang Branch (UiTM CPP). The STS programme has progressed through three iterations as university social responsibility (USR) initiatives, namely STS 1.0, STS 2.0, and STS 3.0, beginning with the initial STS 1.0 launched on 28 August 2023, with a focus on enhancing public speaking skills in English. Building on its success, STS 2.0, then held on 27 December 2023, at the Tun Abdul Razak Library (PTAR), UiTM CPP, introduced additional activities such as learning German and French, attracting 35 participants aged 6 to 12.

STS 3.0, the latest iteration, offered meticulously designed modules that integrate digital technology to effectively communicate ideas, aligning with the latest communication needs. The objectives of the STS 3.0 programme include enhancing participants' communication confidence, fostering creative thinking in technology use for learning, exposing participants to positive aspects of podcasting, and cultivating leadership, teamwork, and problem-solving skills. The organising committee, led by Miss Marni Jamil as the Programme Director, 7 APB lecturers (Nur Afiqah Ab. Latif, Noraziah Mohd Amin, Anwar Farhan Mohd Marzaini, Nur Fatin Shahmina Mohd Fauzey, Muhamad Usamah Mohd Ridzuan, Raja Rosila Raja Berahim and Wan Noorli Razali) as the committee members and facilitators, 7 UiTM CPP students and 1 teacher from MRSM Transkrian as the facilitators, aims to achieve these objectives with the support of the UiTM CPP Administration Division. The programme, themed "Digital Dialogue: Mastering Communication Skills," was organised by the Academy of Language Studies (APB), UiTM CPP and took place on 14 and 15 February 2024, at the Tun Abdul Razak Library, (PTAR) UiTM CPP. 45 participants aged 8 to 12 registered to join the programme.



Throughout the two-day programme, STS 3.0 participants engaged in a variety of activities designed to enhance their communication skills, confidence, and creativity. On the first day, the morning session began with registration and breakfast, followed by an opening ceremony and welcoming remarks from the organisers. The participants then embarked on a series of activities, including individual and group exercises focusing on ice-breaking, chant creation, block building and presentations. These activities aimed to build participants' confidence in using the English language. The afternoon session featured activities such as speed reading workshop conducted by Ms. Farleen Azrina Zamberi with the team from PTAR UiTM CPP, and group activities facilitated by a guest speaker from Universiti Putra Malaysia, Dr. Marzni Binti Mohamed Mokhtar.

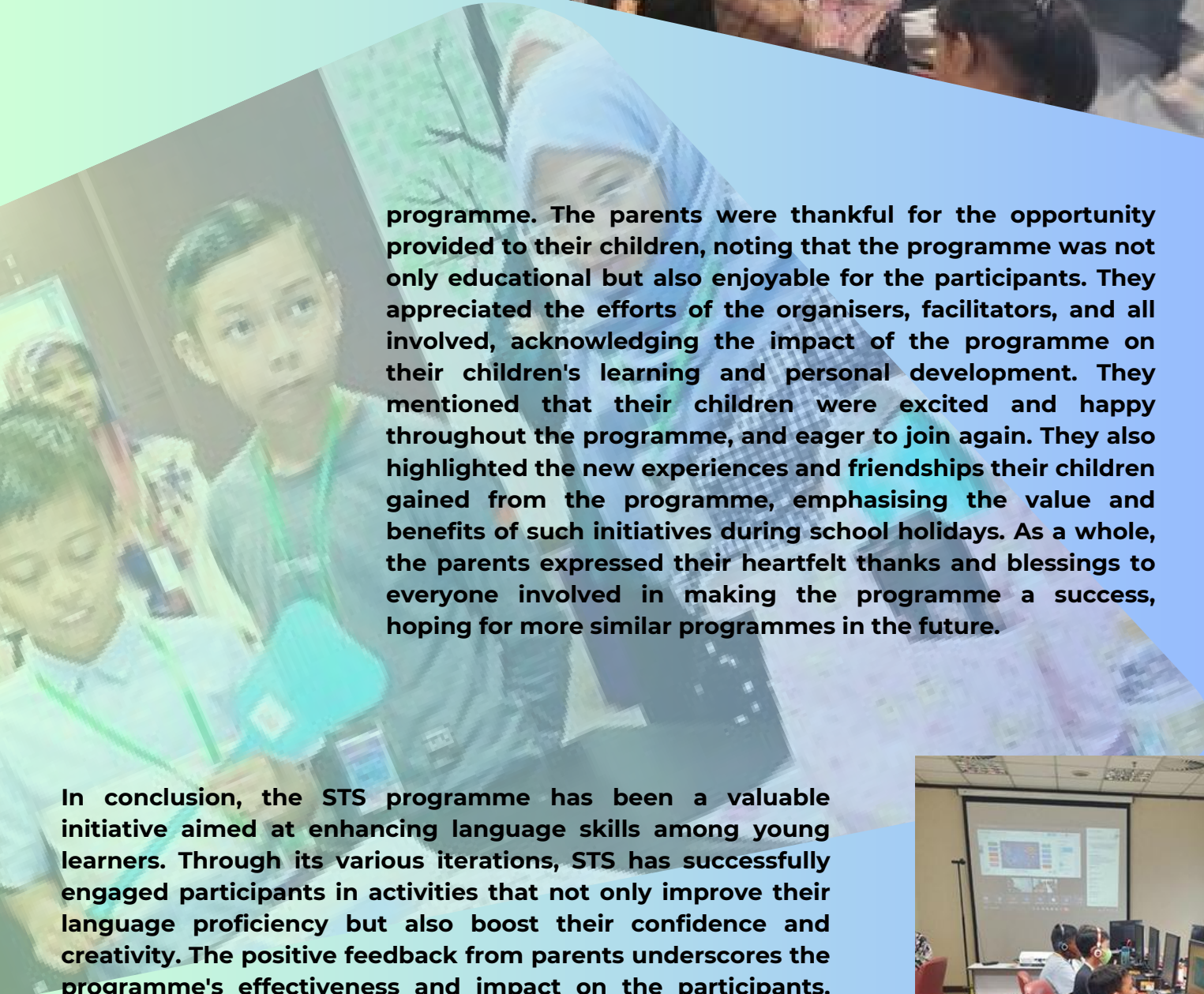


The second day commenced with a virtual session presented by a guest speaker, Dr. Ridha Hasnul Ulya from Universitas Negeri Padang, Indonesia focusing on educational gamification in language learning. Following this, participants engaged in interactive sessions on podcasting with Syed Amir Haikal Syed Hisham Alwi and Muhammad Haziq Ahmad Fauzi from 'What Now? Jom Ah Lepak!!' podcast, where they learned about podcasting techniques and had the opportunity to create their own podcasts. The day concluded with a closing ceremony, where participants received certificates and tokens of appreciation. Overall, the programme provided participants with a holistic learning experience, combining traditional and innovative teaching methods to foster language proficiency and confidence in communication. The feedback from participants' parents was overwhelmingly positive, expressing gratitude and satisfaction with the STS





programme. The parents were thankful for the opportunity provided to their children, noting that the programme was not only educational but also enjoyable for the participants. They appreciated the efforts of the organisers, facilitators, and all involved, acknowledging the impact of the programme on their children's learning and personal development. They mentioned that their children were excited and happy throughout the programme, and eager to join again. They also highlighted the new experiences and friendships their children gained from the programme, emphasising the value and benefits of such initiatives during school holidays. As a whole, the parents expressed their heartfelt thanks and blessings to everyone involved in making the programme a success, hoping for more similar programmes in the future.



In conclusion, the STS programme has been a valuable initiative aimed at enhancing language skills among young learners. Through its various iterations, STS has successfully engaged participants in activities that not only improve their language proficiency but also boost their confidence and creativity. The positive feedback from parents underscores the programme's effectiveness and impact on the participants. Looking ahead, we hope to expand the reach of STS and offer more diverse and innovative activities that cater to the evolving needs of young learners. We also seek the support and sponsorship of interested parties and organisations to further develop and sustain this impactful programme. With constant support, STS can continue to empower young learners and equip them with the necessary skills to thrive in today's globalised world.

