EDUTAINMENT AS AN EFFECTIVE EDUCATION TECHNOLOGY

Development and optimization of new technologies and training techniques aimed at training of the competent specialist, capable of effectively solving the practice-focused problems that require the abilities of foreign-language oral speech communication, is the main objective of higher education within the competence-based approach.

Every high school teacher wants to capture students with their own discipline, to arouse their interest in it, to inspire creative search, which is often not easy. Therefore, teachers are looking for such learning technologies and formats of classroom and extracurricular classes that would evoke high motivation for future professionals. Among these technologies is edutainment method.

The term "edutainment", derived from the merging of the words "education" and "entertainment", is a teaching method which allows to learn various knowledge through modern forms of entertainment [1, p.182]. The researches came out to the conclusion that language can be taught far more efficiently using a less formal approach, which presents the grammar through practical application, by studying the culture and the lifestyle of the countries where the language is spoken. Studies show the connection between the quality of our memory and the emotions, and confirm that our brain remembers pleasant memories into the slightest details, while it tends to repress the unpleasant ones. During the lessons, workshops, master classes the educational process is based on simulated situations aimed at replication and assimilation of the social experience in all of its aspects: skills, knowledge, techniques, abilities and emotional-valuational activity.

The edutainment technology task should correspond to three pedagogical principles: the connection between theory and practice, consistency and availability. To achieve the connection between theory and practice principle, it is recommended to

study practice-oriented oral topics, include extracurricular activities, and perform works using foreign literature. The consistency principle requires knowledge to be brought up to the level of consistency; so one should return to the material studied and study new topics on its basis. The principle of accessibility assumes that the complexity of the tasks corresponds to the age, skills and abilities of students. The presentation of the material should go from simple to more complex. It is important to present the information so that it can be easily absorbed [1, p. 183].

There are some concepts of edutainment methods:

1. The concept of edutainment is a set of approaches in learning to bridge the gap that separates the teaching process and the learning process. The edutainment concept is designed to make learning process holistic, such as knowledge of how the brain works as well as memory, motivation, self-concept, emotions, learning styles, and other learning techniques.

2. The basic concept of edutainment seeks to make learning happen in a conducive and fun atmosphere.

3. Students who are educated properly, motivated, and taught in the right way, then will be able to achieve optimal learning outcomes [2, p. 282].

Edutainment approach provides students with having a good time and experiencing the way of creating, using information resources and teaching methods. Students' enthusiasm and excitement can be increased in order to teach them information and subjects which are difficult to learn. Teaching can be made more easily by attracting learners' attention and making subject and information which will be taught with edutainment approach more enjoyable. Hence, by teaching permanence is supplied learners' satisfaction and suggestion is affected positively.

So, edutainment inspires learning, engages students and supports the development of critical and creative thinking skills. It adds the positive ingredient to the educational mix and, as it gains ground as a valuable tool globally, it is set to give forthcoming generations a remarkable new way of achieving their potential.

References

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