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Envision a history class transcending the confines of textbooks and timelines, where students embark on virtual journeys to iconic historical sites, not merely absorbing information but living it. This isn't just a flight of fancy; it's the burgeoning reality of modern education. With edutainment leading the charge, learning has evolved into an immersive experience. However, as edutainment giants exert their influence, we must pause to consider whether this newfound path truly aligns with the needs of the upcoming generations.

A blend of tradition and innovation?

While the concept of blending education with entertainment to impart lessons is credited to Walt Disney Company, the roots of edutainment stretch back to the colonial era, epitomised by Benjamin Franklin's iconic 'Poor Richard's Almanac'. Franklin's Almanac, featuring clever sayings, stories, and advice, demonstrated the effectiveness of blending education with entertainment. However, modern edutainment began to take shape in the late 20th century, notably with pioneers such as the Children's Television Workshop and the creators of Sesame Street. Sesame Street, launched in 1969, revolutionised children's television by seamlessly integrating entertaining segments with educational content, setting a benchmark for future edutainment initiatives.

A holistic approach? Or not?

Studies have underscored the effectiveness of edutainment in enhancing learning. By leveraging engaging mediums like videos, games, and interactive simulations, edutainment cultivates a learning environment that stimulates cognitive processes. Research indicates that students exposed to edutainment demonstrate increased retention rates and heightened motivation to learn. However, one unforeseen danger of adapting computer



The reign of edutainment

technology into education is that learning is seen as fun and entertainment. Critics like Setzer and Monke compare the role of computers in education to an artificial sweetener, masking the inherent challenges of learning but failing to address the underlying issues. The answer perhaps lies in the two co-existing in a negotiated balance to harness the potential of edutainment while mitigating its unintended consequences.

A booming market or a falling one?

In recent years, the edutainment sector has experienced remarkable growth, fuelled by technological advancements and shifting preferences in learning methodologies. According to Future Market Insights, the revenue of the edutainment market surged to 1.6 billion USD in 2021, with forecasts indicating a substantial surge to 8.1 billion USD by 2032. However, certain reports show the other side of the picture. A report published by The Indian Express in 2023 revealed a

Jab Education Met Entertainment

concerning trend: a 48% decline in funding within the edutainment sector as by August 2023, edutainment companies had raised only 971 million USD. With such data at hand, the industry's trajectory remains debatable, questioning whether it is poised for further growth or a potential downturn.

Is it shaping the future landscape?

The edutainment industry has undergone a 'triple revolution' with the integration of social media, the internet, and mobile devices. From interactive mobile apps to immersive virtual reality, edutainment provides a wide array of learning opportunities. One prominent trend shaping its future is gamification, which incorporates game elements into educational content. Virtual reality (VR) and augmented reality (AR) also offer immersive learning experi-

ences. While edutainment software emphasises visual learning for immersive experiences, research suggests that effective learning with visuals depends not only on their appearance but also on task demands, prior knowledge, and cognitive abilities. Critics like Salomon even highlight the concerns about the negative effects of multimedia and hypermedia on learning in constructivist environments.

The fusion of education and entertainment marks a transformation of pedagogy. However, when incorporating both aspects, a crucial question emerges: how much 'edu' and 'tainment' must be included? As educators, learners, and stakeholders navigate this evolving landscape, the pursuit of equilibrium between engagement and enlightenment becomes ever more essential. 🇮🇳

THE GT POLL

Do you think Air India Express' cancellation of over 80 flights citing crew's 'mass sick leave' will hamper its reputation as a leading airlines in India?

a) Yes b) No c) Can't say

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What's inside



Your destination is ahead
Let's navigate through the life and times of the iconic 'GPS Girl', Karen Jacobsen, as she takes us along her illustrious and successful journey.
...more on page 3



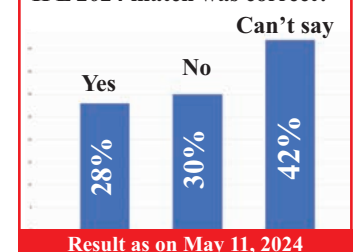
The tiny tech titans
Understand the complexities behind the designing of the small and mighty pen drive. A reliable device to store and transport digital data.
...more on page 4



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Have a look at experts who followed their passion and share their pathbreaking journeys at the TEDx organised by AIS Gurugram 43.
...more on page 6-7

POLL RESULT
for GT Edition May 6, 2024

Do you think cricketer MS Dhoni's act of denying his teammate Daryl Mitchell a single during CSK vs PBKS IPL 2024 match was correct?



Result as on May 11, 2024