

## **Theoretical framework**

### **Media & Creativity & Science**

Media can be used in almost any discipline to enhance learning, both in class, and also for out-of-class assignments. Short film and television clips, written articles, and blog postings can be viewed to reinforce concepts and spark discussion. Songs and music videos, especially when lyrics are made available, can be used to the same effect. Movies provide an excellent vehicle for educational purposes.

Literature shows that teaching with movies has been adopted in a variety of subjects (Smithikrai, 2016). Movies can be a powerful tool for illustrating course content, promoting a visualization of concepts and theory, increasing student involvement, and promoting critical thinking and analytical skills (Casper, Watt, Schleicher, Champoux, Bachiochi, & Bordeaux, 2003, cited in Smithikrai, 2016). A significant benefit of movies is that they offer both affective and cognitive experiences. Research has found that individuals learn new, novel, and abstract concepts more easily when presented in both verbal and visual form (Salomon, 1979). It is also found that visual media make concepts more accessible to individuals than text media and help with later recall (Cowen, 1984). In Willingham's (2009) research he asks a simple question to make his point, "Why do students remember everything that's on television and forget what we lecture?" – because visual media help students retain concepts and ideas. Bransford, Browning, and Cocking (1999) also note the crucial role that technology plays for creating learning environments that extend the possibilities of one-way communication media, such as movies, documentaries, television shows and music into new areas that require interactive learning like visualizations and student-created content. According to Jensen (1997), interactive abstract learning that includes the use of various media, such as CD-ROMs, the Internet, distance learning, or virtual reality, utilizes the categorical memory and requires little intrinsic motivation.

As written on the blog of Ndish Oke (<http://ndishoke.blogspot.gr/2013/06/benefits-of-using-media-in-teaching.html>), with the media uses in teaching and learning activities, the delivery of the subjects has become more standardized. Each student who saw or heard the presentation through the media receives the same message, even though the teacher interprets the contents of the lesson in different ways. With a range of media used, interpretation results can be reduced so that the same information can be conveyed to students as a foundation for assessment, training, and further applications. Teaching is more interesting, because the clarity of the message appeals an arbitrary image that can lead students to analyze and think. All of them indicate that the media have the aspects of motivation and increase student interest in learning. During the progress of teaching and learning activities, learning becomes more interactive and interesting, because teaching requires only a short time in delivering the lesson content of the messages in sufficient quantity and students can absorb many contents in an optimal learning. With the use of teaching media in teaching and learning activities, the tasks and roles of teachers contribute

to a more positive change. This means that loads of repeated lessons held for the explanation of the content can be reduced and even eliminated so that teachers can concentrate on other important aspects in teaching and learning.

In general, the advantages of Media for Students are:

- ✓ Popular media (films, music, YouTube) are a familiar medium to students that helps gain attention and maintain student interest in the theories and concepts under discussion. Students can see the theories and concepts in action. In more than a figurative sense, theories and concepts leap from the screen.
- ✓ Students can hone their analytical skills by analyzing media using the theories and concepts they are studying.
- ✓ The use of media in the classroom enables students to see concepts and new examples when they are watching television, listening to music, or are at the movies with friends.
- ✓ Students can experience worlds beyond their own, especially if the medium is sharply different from their local environment.