

ANIMATED KARAOKE ASSISTED VOCABULARY LEARNING

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INTRODUCTION OF TECHNOLOGY

Theoretically, learning Japanese language vocabulary with animated karaoke is based on the Dual-coding Theory (DCT). DCT was initially proposed by Paivio (1986) who stated that language knowledge is a process in both the verbal and visual channels to make learning more fun and enjoyable. Students will memorize and understand Japanese vocabularies quickly and easily when they watch animations featuring visual graphics combined with text which stimulate their brain. In addition, karaoke is song with lyrics which provide repetitive examples of the words and grammatical patterns used in real meaningful context. These will boost students' confidence, motivation, learning experience in three domains: cognitive, affective, and psychomotor

INVENTION

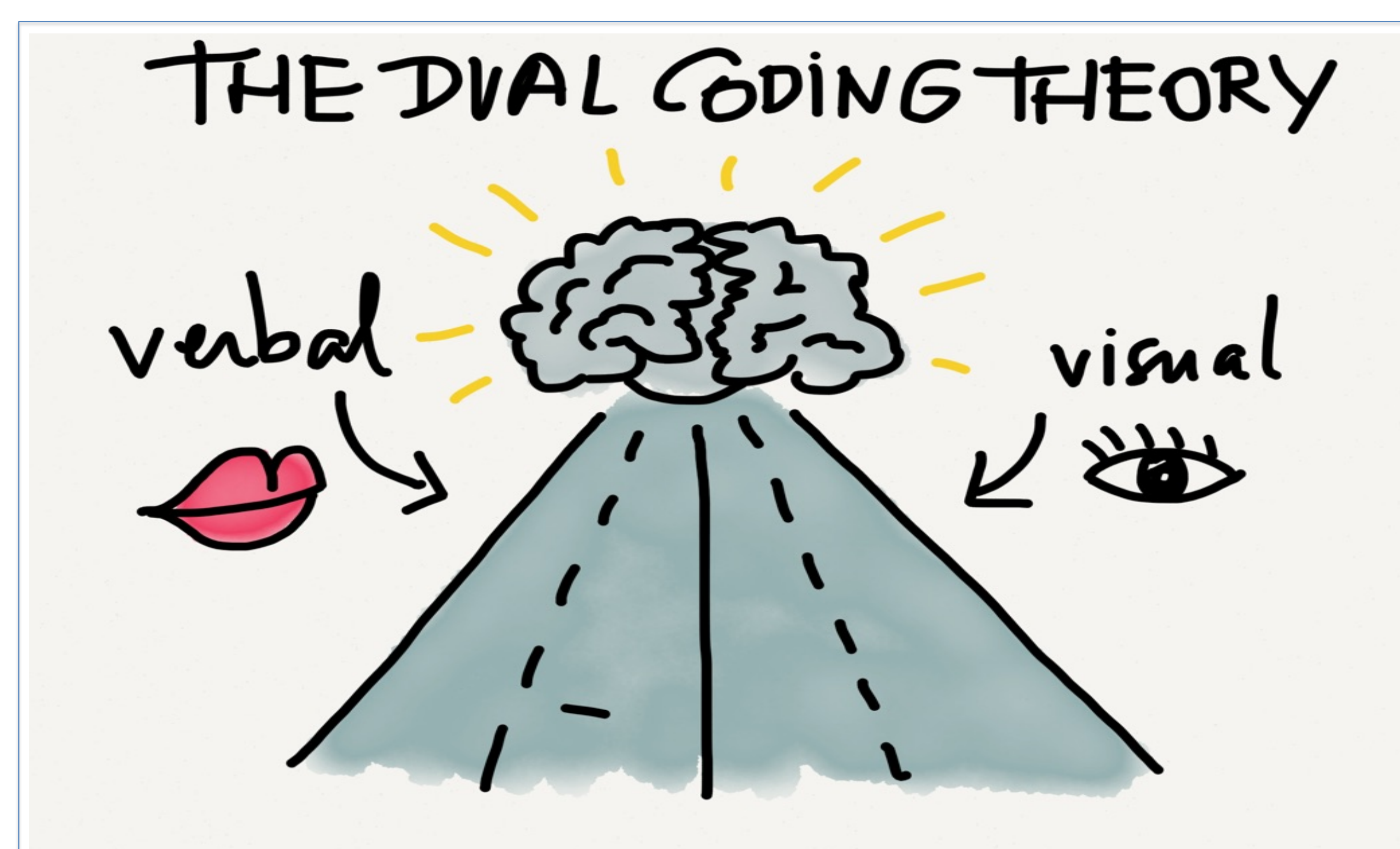
Animated Karaoke Assisted Vocabulary Learning was developed by incorporating the desirable features of karaoke into each sing-along multimedia screen page, which is designed with following technical features:

- Animation from still images.
- Synchronization of the animation with the sung vocals.
- Correct display of the text lyrics in Hiragana/Katakana script that is viewable by Japanese language learner.
- Correct display of the text lyrics in "transliteration" using Romanization for foreign consumer.
- Synchronization of the highlighting of the words in the text lyrics with words being sung.
- A trigger to start and stop repeated play of sung vocal and text lyrics highlight for each verse at a time and also continuously for the whole song.

ADVANTAGES

The types of songs that are made into these animated karaoke are designed accordings to these advantages:

- The lyrics were selected and written based on vocabulary items that are appropriate for beginning learners of Japanese language.
- The sung vocals are performed by a local commissioned singer and musician for control of the pace and speed of the sung songs.
- The animated karaoke songs have lyrics as text in Hiragana/ Katakana script and transliteration script to suit the learners from both Japanese and non-Japanese language learners.



MARKET POTENTIAL

The first Japanese Animated Karaoke that were created and developed 100% by Malaysians. 1.5 million Japanese language learners in South East Asia provide huge market for this product. The content is made to suit the learners' purposes, needs and the language level and skill to be taught.

Consumer/End User

- Targeted for Pre-schools, Primary and Secondary schools, Colleges and Universities and those who are interested in learning Japanese language locally and internationally..

Industry

- Malaysian can use local product which is more cost effective than imported product which is more expensive.
- Produced by local content designer and maker.
- Expand and collaborate with other foreign languages which are taught at Secondary schools, Colleges and Universities



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