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Communication and Digital Media

AR-based e-book

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Introduction

In the contemporary world, communication and digital media have become inseparable from the processes of education, professional development, and intercultural exchange. Universities across Europe and beyond are challenged to prepare students not only with linguistic competence, but also with the digital literacy and media awareness required to thrive in a rapidly evolving information society.

This AR-based e-book **“Communication and Digital Media”** has been developed within the Erasmus+ project **“Modernisation of University Education Programmes in Foreign Languages by Integrating Information Technologies (DigiFLEd)”**. The project seeks to modernize curricula in foreign language education by embedding innovative digital tools, fostering critical engagement with media, and promoting inclusive, accessible learning environments.

By combining perspectives from communication studies, linguistics, journalism, and international relations, this e-book reflects the multidisciplinary nature of modern education. It is designed as a flexible resource for university educators, students, and researchers who wish to explore the intersections of language, technology, and digital media.

Ultimately, **“Communication and Digital Media”** embodies the spirit of the DigiFLEd project: innovation and the pursuit of excellence in higher education. It invites readers to critically engage with the opportunities and challenges of digital transformation, and to envision new pathways for global communication.

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How to use this E-Book with ARTutor

This e-book has been designed to integrate with **ARTutor**, an augmented reality (AR) application that enriches learning by connecting printed or digital materials with interactive multimedia resources. Follow the steps below to unlock the interactive features:

Step 1: Install ARTutor

- Download the **ARTutor app** from the Google Play Store or Apple App Store.
- Install the app on your smartphone or tablet.

Step 2: Launch and Log In

- Open the ARTutor app.
- Log in with your account credentials (or create a free account if you are a new user).

Step 3: Access the DigiFLEd Project Content

- In the app, search for the project “**AR-based e-book “Communication and Digital Media” (DigiFLEd project)**”.
- Select the e-book module to connect with the interactive resources.

Step 4: Scan the AR Markers in the E-Book

- Look for the **ARTutor pictures** embedded in the e-book pages.
- Point your device’s camera at the marker.
- The app will automatically display the linked multimedia content (videos, quizzes, or external links).

Step 5: Explore Interactive Features

- Watch explanatory videos that expand on the text.
- Engage with quizzes and activities directly through the app.
- Try scanning markers in different chapters to discover the variety of interactive materials available.



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MODULE 1. COMMUNICATION THEORIES AND MEDIA LITERACY. ETHICAL CONSIDERATIONS. COPYRIGHT ISSUES

1.1. Communication Theories

The Importance of Communication

Communication plays an essential role in every aspect of life, whether personal or professional. It allows people to exchange ideas, share emotions, express thoughts, and deliver information. At its heart, communication means “sharing”, and it can take on various forms. Mastering communication skills is fundamental for building meaningful relationships and achieving success across different fields.

Defining Communication

Simply put, communication is the act of transmitting information between people or groups. This exchange can involve thoughts, feelings, or knowledge and usually includes a sender, who delivers the message, and a receiver, who interprets it. Communication can be both spoken and unspoken, and it's the foundation of how humans connect – whether it is during a conversation, a phone discussion, or through digital channels like email.

Types of Communication

We rely on different methods of communication every day, and being aware of them can significantly enhance the way we interact.

1. Verbal Communication

Verbal communication refers to expressing ideas through spoken or written words. Whether it happens face-to-face, over the phone, or via digital platforms like text messages or emails, the goal is always to ensure the message is clearly understood. Effective verbal communication relies on clarity, precision, and intent.

2. Non-Verbal Communication

Non-verbal communication involves expressing meaning without using words. Body movements, facial expressions, eye contact, posture, and tone of voice can all send powerful signals. In many cases, non-verbal cues are even more influential than spoken language. A simple gesture, like a nod or a smile, can express openness and trust (Littlejohn & Foss, 2009).

How Communication Works

A clear understanding of the communication process can lead to more successful interactions. The process involves several stages:

- **Sender:** The person who creates and delivers the message.
- **Message:** The information, idea, or feeling that is shared.
- **Encoding:** Translating the message into understandable symbols or language.
- **Medium:** The channel through which the message is sent, such as spoken conversation, written text, or digital communication.
- **Receiver:** The individual or group that receives and interprets the message.
- **Feedback:** The reaction or response from the receiver that shows whether the message was understood.
- **Noise:** Any interference or obstacle that distorts or blocks the message (for example, distractions, misinterpretation, or technical problems).

Communication Matters

- Good communication is essential for leaders to explain objectives, assign tasks, and foster strong professional relationships.



- It plays a key role in making well-informed decisions. Poor information flow can easily lead to mistakes or delays.
- Effective communication strengthens collaboration and enhances teamwork.

Common Barriers to Communication

Occasionally, the communication process breaks down due to various barriers, which can cause confusion or misinterpretation. Common challenges include:

- **Language Barriers:** Differences in language, vocabulary, or jargon may cause misunderstandings.
- **Physical Barriers:** Environmental issues, technical problems, or long distances can disrupt communication.
- **Emotional Barriers:** Feelings such as anger, anxiety, or fear can interfere with both sending and receiving messages.
- **Cultural Barriers:** Misinterpretation can occur when individuals from different cultures perceive non-verbal gestures or words differently.

How to Communicate Effectively

Strong communication ensures clear understanding and improves collaboration. Here are some ways to communicate more effectively:

- **Clarity:** Use straightforward and precise language.
- **Active Listening:** Focus carefully on what others are saying and respond thoughtfully.
- **Positive Body Language:** Show engagement and openness through gestures and facial expressions.
- **Feedback:** Give and request feedback to confirm the message has been correctly understood (Littlejohn & Foss, 2009).

Shannon and Weaver Model of Communication

The **Shannon and Weaver Model of Communication** was one of the earliest formal communication models, created by Claude Shannon and Warren Weaver in 1948. Initially designed for telecommunications, this model has become a classic framework for understanding human communication. The model includes the sender, the message, the channel, the receiver, and the concept of "noise", which refers to any disruption that may distort the intended message.

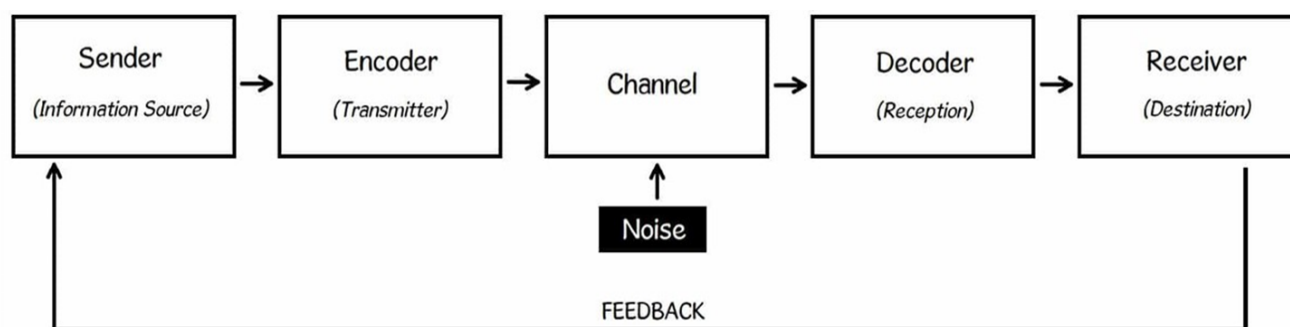
A sender is the originator of message or the information source selects desire message, an encoder is the transmitter which converts the message into signals; a decoder is the reception place of the signal which converts signals into message, a reverse process of encode The Receiver is the destination of the message from sender.

The messages are transferred from encoder to decoder through the channel. During this process the messages may be distracted or affected by physical noise like horn sounds, thunder and crowd noise or encoded signals may distract in the channel during the transmission process which affect the communication flow or the receiver may not receive the correct message. When a sender initiates communication, the original message – whether an idea, instruction, or thought – is transformed into a format suitable for transmission. In modern communication systems, this process often involves converting the message into signals, such as waveforms or binary code, which are then transmitted through various channels like telephone cables or satellite links. For example, during a phone conversation, spoken words are translated into wave signals, enabling them to travel long distances through wired or wireless networks. Upon reaching the destination, the message must undergo decoding. This stage is just as important as encoding: the receiver interprets the signals and reconstructs them into a



form that is meaningful and comprehensible. If decoding is flawed, the message may be misunderstood or entirely lost, which can negatively impact the communication process.

Feedback was later introduced as a key element to complete the loop and ensure mutual understanding. Feedback allows the sender to determine whether the message has been accurately received and understood. This exchange creates a communication loop, which fosters clarity, ensures alignment, and enables correction if misunderstandings have occurred (Al-Fedaghi, 2012).



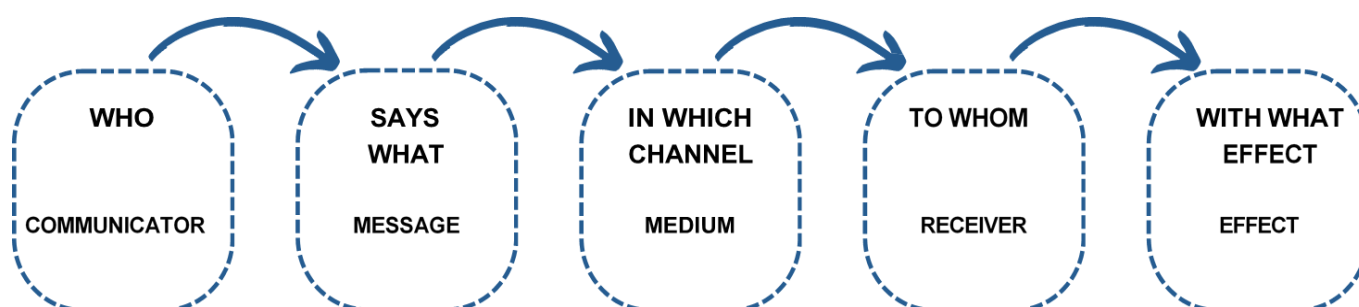
The Shannon-Weaver Model of Communication

Another influential model is **Harold Lasswell's 1948 model**, which breaks communication down into five questions: Who says what, in which channel, to whom, and with what effect? Lasswell emphasized that communication is not just about transmission, but also influence and impact, particularly in political and mass communication contexts. The model dwells upon the process of communication from the functional point of view. According to Lasswell there are three functions for communication:

1. Surveillance of the environment
2. Correlation of components of society
3. Cultural transmission between generation

Lasswell model suggests the message flow in a multicultural society with multiple audiences and through various channels. According to Lasswell, the communication component who refers the research area called "Control Analysis",

Says what is refers to "Content Analysis",
 In which channel is refers to "Media Analysis",
 To Whom is refers to "Audience Analysis"
 With What Effect is refers to "Effect Analysis"



Everett Rogers' **Diffusion of Innovations Theory**, introduced in 1962, explores how new ideas, technologies, and practices spread through societies. Rogers categorized adopters into five groups: innovators, early adopters, early majority, late majority, and laggards. The theory highlights social systems' role in shaping the rate and success of adoption, which is highly relevant in an age of digital transformation (Salunke, 2025).



Framing Theory, conceptualized by Erving Goffman and later adapted for media studies, explains how information is presented and perceived. Framing determines which aspects of a story are highlighted and which are minimized, thus influencing the audience's interpretation of events. Media framing can subtly shape public discourse by controlling context and emphasis (Kuznetsov, 2025).



Maxwell McCombs and Donald Shaw introduced the **Agenda-Setting Theory** in 1972, which proposes that the media doesn't tell people what to think but rather what to think about. The media influences public priorities by deciding which issues receive attention and which do not, thus affecting public awareness and discourse.

Uses and Gratifications Theory was created by Jay Blumler and Elihu Katz in 1974. It shifted the focus from the sender to the audience. Rather than seeing audiences as passive recipients of information, the theory argues that people actively select media sources to satisfy specific needs, such as entertainment, information, or personal identity.

Actor-Network Theory (ANT) was developed by Bruno Latour and John Law. It takes a different approach by treating both humans and non-human entities as "actors" in a network. ANT emphasizes the relationships and interactions between actors, suggesting that technology, objects, and people co- create social realities rather than existing in isolation.

Castells introduced the concept of **the Network Society** in the 1990s. He argued that digital communication networks reshape the structure of societies by enabling real-time, decentralized, and global information exchange. Social platforms, forums, and collaborative technologies exemplify the network society, where traditional barriers of time, geography, and hierarchy are diminished.

Modern theories emphasize intercultural interaction, digital platforms, and the dynamic nature of meaning-making in an interconnected world. One such approach is the **Convergence Theory**, which highlights the blending of mass communication and personal communication in new digital contexts, such as social media. It shows how users consume information and produce and circulate it in networked communities.

Another contemporary perspective is the **Media Richness Theory**, which assesses how different communication channels affect understanding complex messages. Richer media – such as video conferencing – allow for more immediate feedback and multiple cues like tone and facial expression, making them more effective for nuanced interactions.

The **Theory of Computer-Mediated Communication (CMC)** also examines how digital environments influence interpersonal exchanges. This theory highlights how communication in online settings often lacks physical cues but allows for new forms of self-presentation, identity shaping, and social bonding.

Communication theories offer invaluable insights into how people share and interpret information. From foundational models like Shannon and Weaver's to the Theory of Computer-Mediated Communication, each framework reveals a different aspect of human interaction. Understanding these theories broadens knowledge and enhances practical communication skills in an increasingly digital and interconnected world (Monge & Contractor, 2003).



1.2 Mediated Communication

What is “Communication”?

In ancient times, mediated communication was rare. Most information was transferred by face-to-face means, mainly speech and gestures. With the invention of writing, information could be shared indirectly through mediation. In the coming centuries, the printing press, telegraph, radio, telephone, television, and computer greatly increased the communicative powers of technology. In the twenty-first century, a vast percentage of the world's communication takes place via mediation technologies.

Telegraphs first allowed communication over a great distance, and telephones allowed people to replicate face-to-face speech through machines. The arrival of portable phones greatly increased the range of this technology and allowed users to converse with one another even in the remotest locations. Radio technology allowed the distribution of audio messages to all corners of the globe, and television technology added moving images to the broadcasts.

Today we all spend a lot of time on various devices designed to make our lives easier. From smartphones to social media, we are all in constant contact with family, friends, coworkers, etc. Since the earliest days of communication technologies, we have always used these technologies to interact with one another (Dziak, 2025).

Mediated communication refers to the exchange of ideas or information through various forms of communication technology, ranging from simple tools like pen and paper to advanced digital platforms such as social media, email, and video conferencing.

In today's world, a significant portion of communication relies on mediated technologies, enabling immediate and far-reaching exchanges.

Mediated communication is the process of conveying information and messages through a medium, rather than direct face-to-face interaction. This encompasses a wide range of channels, including digital platforms, social media, television, and radio. It's a cornerstone of modern communication, enabling people to connect across distances, cultures, and time zones.

Proponents of mediated communication appreciate its ability to facilitate rapid information sharing and provide access to a vast array of resources. Conversely, critics express concern that an overreliance on these technologies may diminish essential aspects of direct human interaction, such as nonverbal cues and personal connections. The implications of this shift for physical, mental, emotional, and cultural well-being remain topics of ongoing debate. As mediated communication continues to evolve, its full impact on society is yet to be determined.

Digital technology opened new doors to even faster, more efficient communication. Email, a technology that only became popular in the 1990s, has, in many cases, nearly eradicated the ancient tradition of letter writing. Instant messaging, direct messaging, and texting have made digital text even more accessible. Digital video conferencing allows mediated face-to-face communication through computer screens. Social media, including recreational sites as well as professional networking sites, reinvented modern communication yet again. The word, "tweet" entered the lexicon for messages posted on the social networking site formerly known as Twitter (now X).

The impact of mediated communication on the modern world is undeniable. Many people do much or most of their communication through technological devices. The physical, mental, emotional, and cultural effects of this shift on humanity is still unclear, however, and often debated. It is likely still too soon after these enormous transitions to judge accurately their full effects on the world. In the twenty-first century, the situation remained complex. Mediated communication increases connectivity but may decrease the depth of those interactions. Communication may be instant but may not be meaningful.



This sort of communication may reduce or eliminate physical and personal elements of traditional interaction, such as facial expressions, gestures, and tones of voice. It may also make communication less social. Even while sending messages to others, a technology user may be physically isolated and deprived of the potential benefits of directly interacting with other people (Dziak, 2025).

Synchronous and Asynchronous Communication

Synchronous communication happens in real time, like having a class discussion in a face-to-face setting or talking to someone after class. But you can communicate synchronously in an online environment too, through the use of tools like online chat; Internet voice or video calling systems like Teams or Google Hang-outs; or through the use of web-based video conferencing software like WebEx, Zoom, or Collaborate. Another popular form of synchronous online communication is gaming. The gamers can coordinate their movements to accomplish in-game tasks because they can talk freely to one another while playing the game in real time.

Conversely, **asynchronous communication** is the exchange of messages with a time lag. In other words, in asynchronous communication, people can communicate on their own schedules as time permits instead of in real time. For example, using SMS, commonly called texting to interact with each other. In this exchange, the two people interacting can send responses at their convenience, which is one of the main reasons people often rely on asynchronous communication. Other common forms of asynchronous communication include emails, instant messaging, and online discussions (Mediated Communication, 2026).

Types of Mediated Communication

Mediating technologies present in mediated communication, are not just the electronic interactions that we frequently consider when we think of technology. Technology can include less extensive forms, such as written words, or complicated communication forms, such as electronic mail. There are various forms of mediated communication media.

What are the Different Types of Mediated Communication?

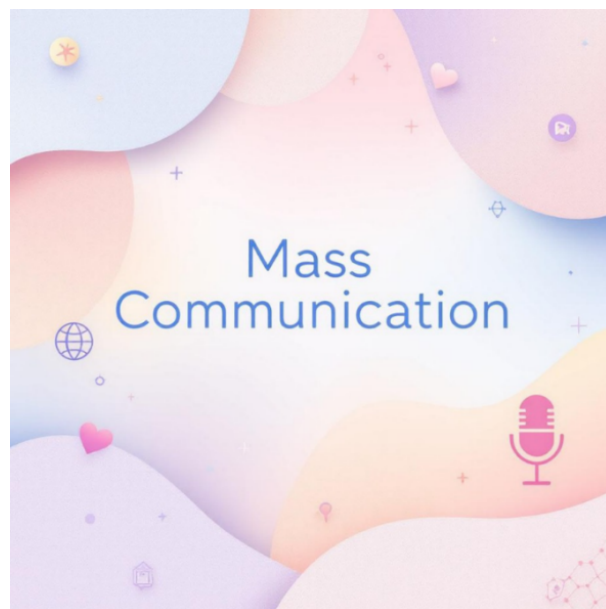
In the era where Integrated Marketing Communication plays a pivotal role, understanding the various types of mediated communication is essential. These types can be utilized to enhance marketing strategies, ensuring a comprehensive approach.

- **Mass Communication:** involves disseminating information to a large audience through mediums like television, radio, and newspapers. It's ideal for broad message distribution in marketing campaigns.
- **Personalized Communication:** This type includes direct emails, personalized online ads, and targeted social media campaigns. It's effective in delivering tailored messages to specific audience segments.
- **Computer-Mediated Communication (CMC):** Encompasses communication via computers, including emails, online forums, and social media. It's crucial for digital marketing and online customer engagement.
- **Mobile Communication:** Involves communication through mobile devices, such as SMS marketing, mobile apps, and mobile-optimized websites, playing a significant role in reaching mobile users.
- **Interactive Communication:** Includes platforms that allow two-way interactions, like social media, live chats, and interactive websites. It's beneficial for engaging customers in real-time (99+ Mediated Communication Examples, 2025).

Mass communication and mass media are some of the biggest forms of mediated communication. Mass communication media includes newspapers, radio shows, or television programs where a message is shared with a large number of people. In this type of communication, no answer is expected or requested, and the message is shaped by the sender



alone. It allows for a massive number of people to receive the same message, giving the sender a lot of power.



Writing

One of the earliest forms of mediated communication was writing. Because the sender can convey the message separately from their physical presence, the communication is mediated by the letter. Throughout history, people have communicated by sending letters to each other, often waiting weeks for the return.

Phone Calls

Another earlier type of mediated communication is the phone call. The development of the telephone and the ability to make phone calls dramatically changed how we communicate and the time it takes to do so. Instead of waiting weeks for a return letter to be delivered, two people could pick up the phone and speak to each other in real time even though they were not in the same space. This erased the physical distance that many people felt and brought people closer together, changing mediated interpersonal communication for the better.

Computer-Mediated Communication

The next major development in the interpersonal communication realm was the creation of the computer and the rise of computer-mediated communication (CMC).

The development of computers and specifically the Internet allowed people to communicate instantly with one another through electronic mail (now called email) and eventually text messaging.

The instantaneous delivery of the message through the technological medium allowed people to become closer to one another and form a community with others.

What are some examples of computer mediated communication?

Instant messages, computer, audio, and video conferencing are synchronous computer mediated communication examples, while text messages, email, discussion forums, and mailing lists are asynchronous computer mediated communication examples.



What does computer mediated communication include?

Computer-mediated communication (CMC) is any form of communication between two or more individuals mediated by interconnected computers.

Instant messages, computer, audio, and video conferencing are synchronous computer-mediated communication examples, while text messages, email, discussion forums, and mailing lists are asynchronous computer-mediated communication examples.

What are the characteristics of computer mediated communication?

CMC has several characteristics, including the ability to support complex processes of participant interaction, to be multidirectional or bidirectional at the least, and to exhibit both synchronous and asynchronous characteristics.

Reasons to Use Mediated Communication

Now that we have a grasp on what mediated communication is and how it works, we can look at some of the ways that computer-mediated communication may be useful, both in our personal lives and professional lives. While most people would still prefer face-to-face interaction in many instances, mediated communication can still be valuable to interpersonal communication in a variety of ways.

Distance

One of the most common ways that interpersonal communication has relied on a technological medium is when there is physical distance between the people who are hoping to communicate. When face-to-face communication is not possible, turning to other forms of communication and technology can help us keep a sense of connection and community, even when we are not together. This is common among college students and their parents, those in a long-distance relationship, and any else needing or hoping to connect.

Information Disbursement

Another common use of mass media and communication is using technologies for information sharing and disbursement. When someone is hoping to shift a perspective or would like to influence how people see an event or discourse, they may turn to mass media and communication to do so, specifically with mediums such as social networking among young people and Facebook use.

This can also be true when looking at print and television news programs or a video of a politician's speech.

It allows the sender to control the way the information is shared. When we need to disburse information to many people, media and asynchronous communication can be the way to do so.

Working Together But Apart

Another reason to use computer-mediated communication is because it gives employees and the workforce the tools to work together while being apart.

Computer-supported cooperative work allows everyone to contribute to a project and interact with each other while they do so. This encourages the development of professional relationships, even when the employees are working from separate corners of the country or world. With the use of computers, text messaging, and even the telephone, employees can shift their perceptions and begin to work together better through technology.

Community

Another common reason that many young people may use social media and mediated communication to interact with each other is that they cannot find the same sense of community within their everyday lives and relationships. By finding a community online, they can find meaningful interaction with others and can control how and what is shared, potentially avoiding embarrassment that can happen in real life. It provides a place for people with a similar interest or behavior to form meaningful relationships with others (What is Mediated Communication, 2024).



What are the Advantages and Disadvantages of Mediated Communication?

Advantages:

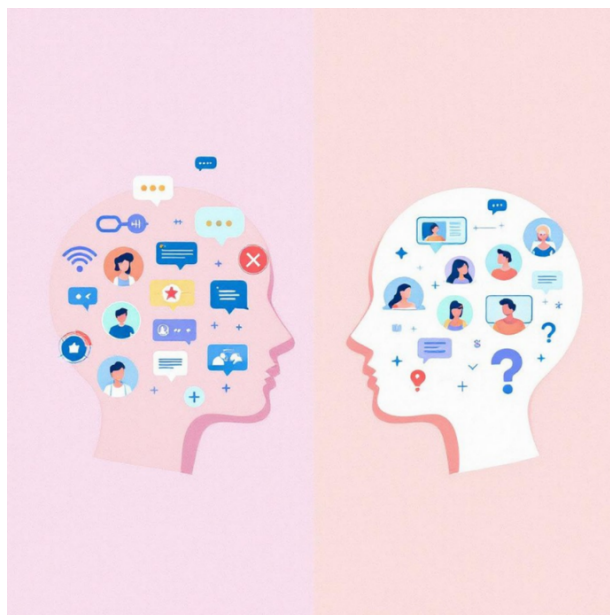
- Wider Reach: Ability to communicate with a large, diverse audience.
- Cost-Effectiveness: Often more economical than traditional methods.
- Speed and Efficiency: Quick dissemination and feedback.
- Targeted Communication: Ability to tailor messages for specific groups.
- Flexibility and Adaptability: Easy to modify content and strategy.
- Interactive Engagement: Facilitates two-way communication and engagement.
- Analytics and Feedback: Enables data-driven strategies and improvements (99+ Mediated Communication Examples, 2025).

Disadvantages:

- Impersonal Nature: Lack of personal touch can lead to misinterpretation.
- Overdependence on Technology: Reliance on digital platforms can be risky.
- Information Overload: Excessive content can overwhelm the audience.
- Privacy Concerns: Risks related to data security and privacy.
- Digital Divide: Excludes those without access to digital technology.
- Miscommunication Risk: Potential for misunderstandings in text-based formats.
- Constant Updation: Need for regular content updates and technological upgrades (99+ Mediated Communication Examples, 2025).



1.3 Media Literacy and Ethics in the Digital Age



Understanding Media Literacy

The most widely accepted definition of *media literacy* is "the ability to access, analyze, evaluate, create, and act using all forms of communication" (Thoman & Jolls, 2008).

This definition prompts several key questions, related to the key verbs:

- Access: How was the content obtained? Was it found through a search engine, or suggested by algorithms based on previous searches?
- Analyze: Has the message been understood?
- Evaluate: Is the audience aware that every message is created by someone with their own goals and opinions?
- Create: What responsibility does the creator have to those who read or view their media messages (posts, photos, blogs, vlogs, stories, reels, etc.)?
- Act: How will the information be used? What should you do before you share?



How to engage with media content?



Made with  Napkin

A similar approach is emphasized in media literacy education, which advocates that a media-literate individual should consistently consider the **“Five Key Questions of Media Literacy.”**

- Who created this message?
- What creative techniques are used to attract my attention?
- How might different people understand this message differently?
- What values, lifestyles, and points of view are represented in, or omitted from, this message?
- Why is this message being sent?

These questions are derived from five core concepts that have evolved from traditional categories of rhetorical and literary analysis, crystallized in the following keywords:

1. Authorship
2. Format
3. Audience
4. Content
5. Purpose (Share et al., 2005/2007).



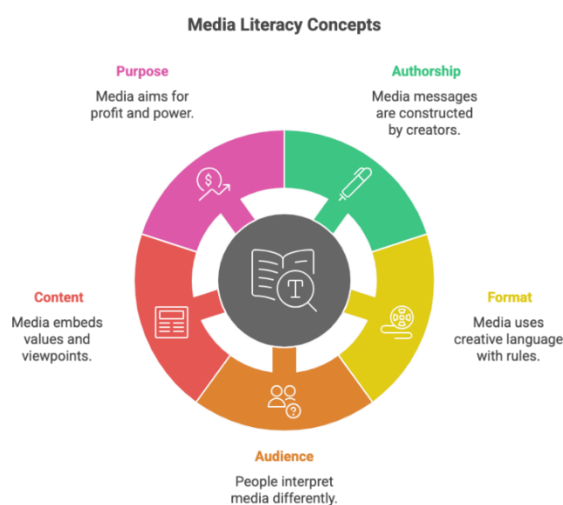
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Over the years, media literacy practitioners worldwide have adapted and applied this analytical framework to a wide range of mediated "texts," including television, movies, billboards, magazines, and even bumper stickers and T-shirts.

The **Five Key Questions** are rooted in **five core concepts** that every media consumer should bear in mind when engaging with media messages:

1. All media messages are constructed.
2. Media messages are constructed using a creative language with its own rules.
3. Different people experience the same media message differently.
4. Media have embedded values and points of view.
5. Most media messages are organized to gain profit and/or power.



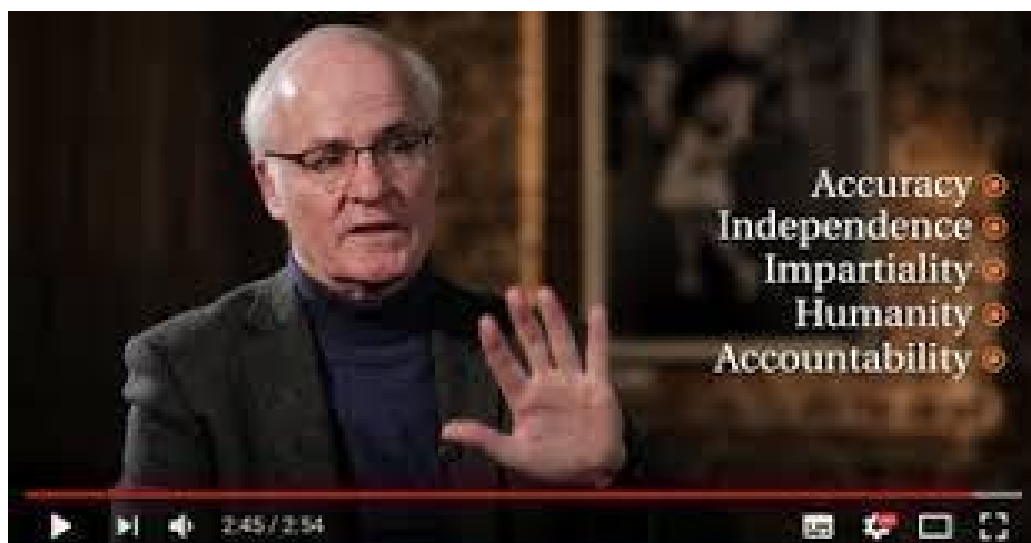
Media Ethics Fundamentals

Journalists' and Content Creators' Code of Ethics

Five key values of journalism, according to Ward (2018):

- Accuracy
- Independence;
- Impartiality;
- Humanity;
- Accountability (Ward, 2018).





Media Ethics for Consumers

Media consumer ethics is the application of ethical reasoning by audiences as they interpret, respond to, and redistribute media content.

Key ethical responsibilities for media consumers include:

- Evaluating information critically before sharing.
- Avoiding the spread of misinformation or disinformation.
- Respecting the dignity and privacy of others (e.g., avoiding sharing graphic or exploitative images).
- Reflecting on the social consequences of our media consumption habits (Silverstone, 2007).



Practical Tips for Ethical Media Consumption:

- Use reverse image search to verify photos or videos
- Check the source before sharing a news article
- Report harmful or false content



- Educate others in your community about misinformation



1.4. Intellectual Property in the Modern World and Copyright Issues

The Landscape of Modern Intellectual Property (IP): Beyond Physical Boundaries

Intellectual Property (IP) refers to creations of the human intellect – such as inventions, artistic works, symbols, and designs – which are legally protected to ensure creators' rights are upheld.

The major categories include **copyrights, trademarks, patents, and trade secrets**. In the global digital economy, IP has moved far beyond physical objects; it now includes intangible assets like software, algorithms, brand identity, and genetic code (World Intellectual Property Organization, 2022).

The digital revolution has amplified the significance of IP, particularly **copyright**. Unlike physical goods, digital content can be easily and instantly copied and distributed across the globe. This ease of reproduction presents both incredible opportunities for dissemination and significant challenges for protecting the rights of creators.



Copyright in the Digital Realm: Challenges and Adaptations

Key challenges of applying copyright in the digital environment:

- Ease of Digital Reproduction and Sharing.
- Global Nature of the Internet and Cross-Jurisdictional Issues.
- Impact on Traditional Media Business Models.
- Rise of User-Generated Content and its Copyright Implications.
- Role of Social Media Platforms in Copyright Enforcement and Infringement.

In response to these challenges, copyright law and practices have been adapting. Copyright holders and governments have pursued legal action against large-scale infringers and developed tools for detecting and removing infringing content online. Many countries have updated their copyright laws to address the specific challenges of the digital age. It must be mentioned that these updates often spark debate about balancing the rights of creators with the interests of the public. New Licensing Models, known as Creative Commons licenses (Creative Commons) have been introduced. These licenses offer creators more flexible ways to share their work while still retaining some rights. Open access initiatives aim to make scholarly and creative works more widely available. IT engineers have offered technological solutions by developing DRM (Digital Rights Management) Technologies. These are technological measures designed to control access to and use of digital content. Examples include encryption, licensing restrictions, and watermarking. However, DRM has also faced criticism for sometimes hindering legitimate use and being circumvented.



Does copyright mean that no digital content can be reproduced? Of course not: under the **International Copyright Law Fair Use** (World Intellectual Property Organization, 1971), it is permissible to use limited portions of a work including quotes, for purposes such as commentary, criticism, news reporting, and scholarly reports.



Copyright and IP Protection in Ukraine.

Like many other countries, Ukraine has its own rules and regulations governing protection of copyright (Law No. 2811-IX on Copyright and Related Rights, Ukraine, 2022).

In Ukraine, as throughout the world, copyright and the Internet protects creative works posted online. This includes everything **from texts and images to music and videos**. The rights to these works are regulated by both national legislation and international agreements, providing authors with control over their distribution and use.

In Ukraine, ***all original and unique creative works, be they websites, blogs, software or other forms of digital content***, are protected. Objects of copyright cover a wide range of creativity. This could be anything from literary works to software.

Key categories include literary works, musical and audiovisual works, software and artistic works, including photographs.

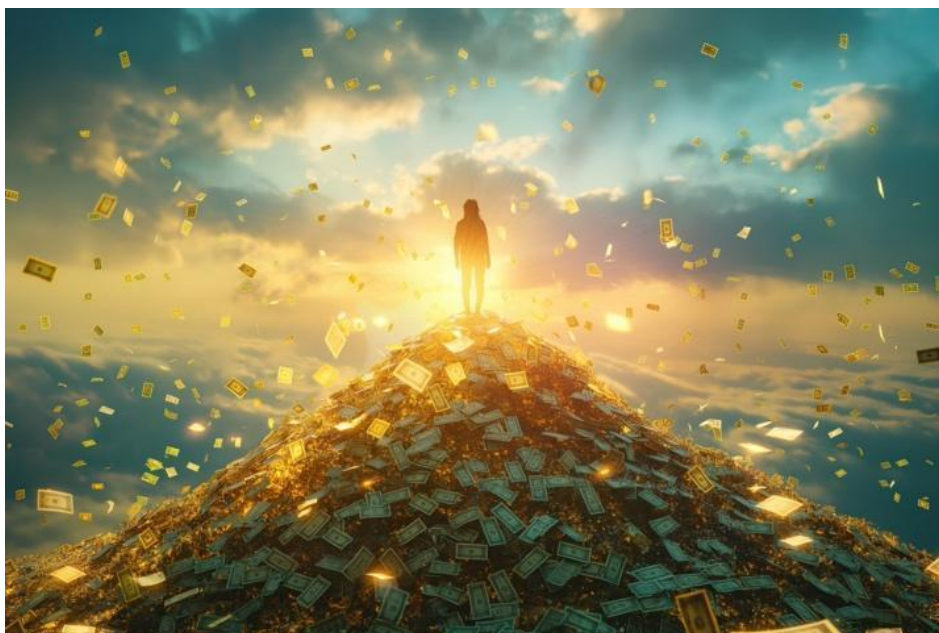
Violation of copyright on the Internet is a serious problem that involves the illegal copying, distribution or modification of protected works. Such actions in Ukraine could lead to significant legal consequences, highlighting the importance of copyright compliance in the digital age.



Effective ways to protect copyright include:

- Legal registration of the work to prove authorship and simplify the protection process.
- Use of protection technologies such as DRM to control the distribution of works.
- Legal action against violators, including legal action.
- Educational initiatives to raise awareness of copyright and its importance

If you want to use someone else's content, then you should find out who owns the copyright.



MODULE 2. CREATING PODCASTS FOR EDUCATIONAL PURPOSES. MOBILE APPS

2.1. Audio Storytelling: Crafting a Narrative for Impact

The Concept of Audio Storytelling

Audio storytelling is the art of using sound to create a narrative or convey a message. It can take many forms, from news reporting and documentary-style podcasts to fictional dramas and comedy shows. All these forms use the power of sound to engage and captivate listeners in a way that other mediums cannot (Dhiman, 2023).

One of the main reasons behind the popularity of audio storytelling nowadays is the widespread availability of smartphones and other mobile devices. With these devices, people can listen to their favourite podcasts and audio content on the go, whether commuting to work, exercising, or simply relaxing at home. In this way audio content gained easy accessibility (Dhiman, 2023; What is Audio Storytelling, and How Did it All Start, 2024).

Another factor encouraging the popularity of audio storytelling is the renewed interest in long-form content presenting a story in depth and detail, not just as a part of everyday media stream. Audio storytelling proposes limitless possibilities for creativity and exploration of new genres and formats, previously unavailable, finding something for every listener, regardless of their interests or preferences. In this way it has become an essential part of the media landscape, evolving and growing all the time (Dhiman, 2023).

Being not just about entertainment; audio stories can also be used as a tool for education and social change – to raise awareness about important issues and to educate people about different cultures and perspectives. Dwelling upon complex social, political or educational issues and presenting the nuances of a particular topic in detail, audio stories can create understanding among people of different backgrounds and inspire the listeners to take action (What is Audio Storytelling, and How Did it All Start, 2024).

Types of Audio Storytelling

The history of audio storytelling can be traced all the way back to ancient times, when traditional stories were told orally from generation to generation. Audio storytelling has come a long way since then, and it has taken on many different forms over the years (Dhiman, 2023).



Radio:

Radio has been a powerful entertainment and mass communication medium for over a century. Its origins can be traced back to the late 19th century when the scientists and inventors began experimenting with wireless transmission of sound and images. The 1920s and 1930s are often called the “Golden Age of Radio”. During this time, it became a popular form of entertainment and a primary source of news and information for millions worldwide. Radio programs ranged from news and sports broadcasts to music shows, dramas, comedies, and variety shows.

In the 1950s and 1960s, television replaced radio as the primary medium of mass communication and entertainment. While radio continued to be a popular form of entertainment, its audience declined as the households purchased television sets. Radio stations began to shift their focus to music programming and news broadcasts, and radio dramas and comedies began to disappear.

In the 21st century, radio has experienced popularity. Internet radio and podcasting have enabled anyone to create and distribute their audio content. Satellite radio has created new opportunities for music programming. In addition, many traditional radio stations have started using digital technology in order to stream their programming online, as well as creating mobile apps that allow listeners to tune in from anywhere in the world.

Audiobooks:

The history of audiobooks dates back to the early 1930s. They were firstly created for the blind and visually impaired people. The American Foundation for the Blind began recording books onto vinyl records, and they were mainly used for educational purposes. In those days, audiobooks were seen as a way to improve literacy rates and to help people learn new information.

In the 1960s and 1970s, the introduction of cassette tapes revolutionized the audiobook industry. Cassette tapes were smaller and more portable than vinyl records, which made them easier to produce and distribute. This led to a significant increase in audiobooks, and many publishers began producing audiobooks for a wider audience. In 1979, the first commercial audiobook was released in the United States. This book was called "The Hitchhiker's Guide to the Galaxy", and it was an instant hit.

With the rise of digital technology in the 1990s, CDs replaced cassette tapes, and new technologies allowed digital audiobooks to be created and distributed. The introduction of MP3 players and smartphones made it even easier for people to listen to audiobooks on the go.

In 2020, audiobook sales reached a record high, due to the rise of podcasts and other audio content, and the increasing availability of digital audiobooks through services like Audible and Scribd. Audiobooks are now used by millions of people around the world, and they are a popular way to enjoy stories and novels. Allowing people to access audio stories in a whole new way, audiobooks have opened up new opportunities for audio storytelling.

Podcasts:

Podcasts are a relatively new form of media, but they have quickly become popular. Podcasting is a free and easy way to share your stories with the world, and it has allowed audio storytelling to reach a new level of popularity. It is a type of broadcasting that allows you to share your stories and experiences with the world. It is a simple and easy way to reach a large audience, and, in this way, it has allowed audio storytelling to gain a whole new level of popularity.

The concept of podcasting can be traced back to the early 2000s when a group of technical specialists began experimenting with a new form of digital audio broadcasting. One of the earliest examples of this was the development of RSS (Really Simple Syndication), which allowed users to subscribe to blogs and receive updates automatically. This technology formed



the foundation for podcasting, allowing users to subscribe to audio content and receive new episodes automatically.

In 2004, former MTV VJ Adam Curry and software developer Dave Winer created the first podcasting app called iPodder. The app allowed users to download and listen to audio content on their iPods, which were hugely popular at the time. This innovation made it easy for anyone to create a podcast.

In the following years, podcasting gained popularity, with many individuals and organizations creating their shows. One of the earliest and most popular podcasts was "This American Life," which was launched in 2005 and quickly became a cultural phenomenon. Other popular shows, such as "Serial," "Radiolab," and "Stuff You Should Know," helped to turn podcasting into a legitimate and mainstream form of media.

Podcasting has also changed the way people interact with an audio story. In the past, people had to listen to an audio story on the radio or in person. Now, they can listen to it anytime and anywhere they want. This has allowed people to access audio stories in a whole new way, and it has opened up new opportunities for audio storytelling.

In recent years audio storytelling has become especially popular with podcasts and audiobooks. The technological advances have made it easier and more affordable for individuals to create and distribute audio content. Podcasting platforms like Anchor and Buzzsprout provide free tools for individuals to create and distribute their podcasts, while audiobook platforms like ACX allow authors to self-publish their audiobooks.

Secondly, the rise of smartphones and other mobile devices has made it more convenient for individuals to consume audio content on the go. People can listen to podcasts and audiobooks while exercising, commuting, or doing household chores, making it a more accessible form of entertainment.

Thirdly, audio content allows individuals to connect with others through shared experiences and emotions. Audio storytelling also has the ability to engage the listener's imagination in a way that other forms of media cannot.

Overall, the rise of audio storytelling has opened up new opportunities for creators and consumers, providing a platform for diverse voices and stories to be shared and heard (Dhiman, 2023).

Creation of Audio Stories

Creating audio stories can be a fun and rewarding experience. Here are some steps to get started (Dhiman, 2023; Hernandez, 2024).

Determine the story you want to tell. Whether it's a fictional story or a non-fictional narrative, the first step is to decide what story you want to tell. Having a clear idea of the theme, plot, characters, and message you want to convey (usually 1-2 main ideas) is essential.

Write a script. Once you have a story in mind, the next step is to write a script. This involves writing out the dialogue, narration, and any sound effects used in the story. You may want to enlist the help of a scriptwriter if you're not comfortable writing yourself.

Record your audio. Once you have your script, you'll need to record your audio. This can be done using a microphone and recording software on your computer or smartphone. Make sure to record in a quiet location to avoid background noise.

Edit your audio. After recording, you will need to edit your audio. This involves correcting mistakes or unnecessary pauses, adjusting the volume levels, and adding sound effects or music.

Distribute your audio story: Once you've completed it, you can distribute it through various platforms, such as podcasting platforms, audiobook platforms, or your website or social media channels.





Benefits of Audio Storytelling (Dhiman, 2023)

Convenience: Audio storytelling is a convenient form of entertainment that can be enjoyed on the go. Listeners can enjoy podcasts or audiobooks while commuting, exercising, or doing household chores.

Engagement: Audio storytelling engages the listener's imagination in a way that other forms of media cannot. With no visual distractions, the listeners can immerse themselves in the story and connect with the characters.

Accessibility: Audio storytelling is a more accessible form of entertainment for people with visual impairments or disabilities that make reading or watching videos difficult.

Diversity: Audio storytelling allows diverse voices and stories to be shared and heard. Creators can tell stories that might not otherwise be represented in mainstream media, providing a more diverse range of perspectives and experiences.

Learning: Audio storytelling can also be used as a tool for learning. Podcasts and audiobooks can provide educational content, making learning more engaging and accessible.

Impact of Audio Storytelling on Society

Audio storytelling has the potential to have a significant impact on society. Here are some ways in which audio storytelling can influence and shape our society (Dhiman, 2023; Privitera et al., 2025).

Education: Audio storytelling can be used as an educational tool, providing a more engaging and accessible way for people to learn about various topics. From podcasts on science and history to audiobooks on personal development and business, audio storytelling can provide valuable educational content to listeners.

Empathy: Audio storytelling can help to build empathy and understanding among listeners. By sharing stories and perspectives from diverse voices and communities, audio storytelling can help to break down stereotypes and promote empathy and understanding.

Social change: Audio storytelling can be used as a tool for social change, raising awareness of social issues and inspiring listeners to take action. For example, true crime podcasts have helped to bring attention to injustice within the criminal justice system.

Mental health: Audio storytelling can also positively impact mental health. Listening to calming and soothing audio content like guided meditations or calming music can help to reduce stress and anxiety, promoting overall well-being.





Background music for audio stories

Background music is an important element in audio storytelling. Background music is audio that plays softly in the background while the main focus is on another activity, such as a video, conversation, or event. It is typically unobtrusive and designed to enhance the mood or atmosphere without drawing attention away from the primary content (What is background music? Riverside's Glossary)

It is not intended to be a primary focus of potential listeners, but its content, character, and volume level are deliberately chosen to affect behavioral and emotional responses in humans such as concentration, relaxation, distraction, and excitement. The range of responses created are of a great variety, and even opposite, depending on numerous factors such as setting, culture, audience, and even time of the day.

Background music is commonly played at low volumes. It has proven to improve cognitive processes, enabling the brain to process more information.

Typically, the volume of background music is kept low so that it doesn't overpower the main content. The type of background music used should match the tone of the content. For example, calm, ambient music is often used for informational videos, while upbeat tracks may be suited for dynamic presentations or advertisements.

When using background music for public or commercial content (like videos or podcasts), one must have the proper licenses or permissions. License-free options include royalty-free music libraries. Royalty free music can freely be copied, distributed and modified for any purpose. Thus it is either in the public domain or licensed under a free license by the artist or copyright holder themselves, often as a method of promotion.

The most popular links for royalty free background music are the following:

- Pixabay. Royalty free music downloads. URL: <https://pixabay.com/music/>
- Freesound. URL: <https://freesound.org/>
- Soundcloud. URL: <https://soundcloud.com/>
- Bensound. Royalty Free Music. URL: <https://www.bensound.com/royalty-free-music>
- Incompetech. Royalty-Free Music. URL: <https://incompetech.com/music/royalty>

2.2. Podcasts: the Art of Audio Recording and Sonic Storytelling

The Power of Sonic Storytelling

Sonic storytelling is the art of using sound elements – voice, music, sound effects, and silence – to construct narratives and elicit emotional responses in listeners. Each element plays a unique role:

- Voice: Tone, clarity, pacing, and delivery convey emotion and authenticity.
- Sound Effects: Add realism, establish atmosphere, and imply unseen actions or environments.
- Music: Sets the mood, builds tension, provides transitions, and evokes emotions.
- Silence: Creates suspense, allows reflection, and emphasizes key moments.

Sound engages listeners on multiple levels:

- Emotional Connection: Music and sound forge empathy and draw audiences into the narrative.
- Imagination: Without visuals, listeners create personalized, immersive experiences.
- Memory: Sound evokes vivid recollections and associations.
- Accessibility: Audio provides a powerful medium for individuals with visual impairments (Abel, 2015).

Examples include narrative podcasts like *Radiolab* and *This American Life*, and iconic sound logos such as Intel's jingle. Techniques like **writing for the ear** and **sound design** amplify storytelling impact.

Sound Design and Sound Effects

Sound design is the deliberate process of creating, manipulating, and layering audio elements to enhance experiences in film, games, theatre, and installations. A skilled sound designer:

- Considers dialogue, music, and effects.
- Records original sounds, selects from libraries, or synthesizes new textures.
- Mixes and balances elements into cohesive soundscapes.

Sound Effects (SFX) bring realism, drama, and fantasy:

- Enhance realism.
- Create atmosphere.
- Emphasize action.
- Provide information about off-screen events (Abel, 2015).

When done well, sound design is seamless and invisible, shaping perception and deepening engagement.

The Concept of Podcasting

A **podcast** is a digital audio program available online for downloading or streaming. It can be:

- A monologue, conversation, interview, report, or documentary.
- Part of a series or a standalone episode.

Podcasts democratize audio storytelling, allowing traditional editors and independent creators alike to share content. They are portable, accessible, and easy to produce (Llinares, 2018).

Historical Context

- *This American Life* (2005) popularized podcasts.
- *Serial* (2014) reached 5 million downloads, sparking renewed interest in the medium.

Technical Note



Podcasts use decentralized distribution via **RSS (Rich Site Summary)**, linking audio content across the web.

Podcast Genres and Formats

Genres

- News and current affairs
- Comedy
- Crime
- Education
- Health and fitness
- Business
- Arts and entertainment
- Science and technology
- History
- Fiction/audio drama

Formats

- Interview
- Solo/monologue
- Conversational/co-hosted
- Narrative/storytelling
- Panel/roundtable
- Educational
- Hybrid (McHugh, 2022).



Tips for Making a Podcast

- Define learning goals and activities;
- Structure the podcast;
- Ensure good audio quality – test beforehand;
- Consider length.



Sonic storytelling harnesses the power of sound to create immersive, emotional, and accessible narratives. From sound design to podcasting, it continues to shape how we experience stories in the digital age.

Audio Recording Techniques

Audio recording is the process of capturing sound waves and converting them into an electrical signal that can be stored and reproduced. Compelling sonic narratives rely on this fundamental process, which involves:

- A **sound source** whose vibrations are captured by a microphone.
- The microphone translating vibrations into an electrical signal.
- Signals traveling through cables to an audio interface or recorder.
- Conversion to digital data via an **Analog-to-Digital Converter (ADC)**.
- Input levels managed before reaching a computer or storage device.
- Real-time monitoring through headphones or speakers.

Essential Recording Techniques

Several techniques refine the quality of sonic storytelling:

- **Microphone Placement:** Understanding distance, angle, and polar patterns (cardioid, omnidirectional, figure-8).
- **Proximity Effect:** Bass boost when a source is close to a directional mic.
- **Gain Staging:** Setting input levels to prevent clipping and ensure a strong signal.
- **Acoustics:** Minimizing reflections and noise through acoustic treatment.
- **Monitoring:** Using headphones to detect and address issues during recording.
- **Source-Specific Techniques:** Close miking and pop filters for voice; tailored mic choices for instruments (Connely, 2023).



Types of Microphones

Different microphones serve different purposes:

- **Dynamic Microphones:** Robust, ideal for loud sources.
- **Condenser Microphones:** Sensitive, wide frequency range, often requiring phantom power.
- **USB Microphones:** Convenient for simple setups.



Recording Tools and Software

- Digital Audio Workstations (DAWs): Essential for recording and editing.
- Audio Interfaces: Provide superior input and output quality.
- Monitoring Equipment: Headphones and speakers for real-time feedback.

Practical Tips

- Always conduct a **test recording**.
- Listen critically to playback.
- Minimize background noise.
- Adjust microphone placement and gain staging as needed.

Mastering audio recording techniques ensures clarity, emotional impact, and professional quality in sonic storytelling. By combining technical knowledge with creative application, storytellers can craft immersive audio experiences that resonate with listeners.

Audacity as a Tool for Audio Production

Audacity is a free, open-source, cross-platform audio editor and recording software. It is widely used for podcasting, music production, and general audio editing due to its accessibility and feature set.



Features Relevant to Audio Production (Especially Podcasting)

- Recording: Ability to record live audio via a microphone or mixer, as well as digitize recordings from other media.
- Multi-track Editing: Allows working with multiple audio tracks for layering voice, music, and sound effects.
- Basic Editing: Intuitive tools for cutting, copying, pasting, trimming, and rearranging audio clips.
- Volume Adjustment: Tools like the Envelope tool for creating fades and adjusting volume levels smoothly.
- Noise Reduction: Effective tools for reducing background noise, hiss, and hum to improve audio clarity.
- Audio Effects: A range of built-in effects, including equalization, compression, reverb, echo, and more, to enhance audio quality and create specific sounds.



- Import/Export: Supports all major audio formats (MP3, WAV, FLAC, OggVorbis, AIFF, etc.), allowing for easy conversion between formats (How to use Audacity).

Basic Audio Editing Techniques in Audacity

- Cutting and Deleting: Removing unwanted sections of audio.
- Copying and Pasting: Duplicating audio segments.
- Moving and Arranging Clips: Changing the order of audio sections on the timeline.
- Fading In/Out: Creating smooth transitions at the beginning and end of audio clips using the Envelope tool.
- Normalization: Adjusting the overall volume of a track to a target level for consistency.
- Compression: Reducing the dynamic range of audio to make it sound more consistent in volume.
- Equalization (EQ): Adjusting the balance of different frequencies to shape the tone of the audio (How to use Audacity).



2.3. User-Generated Content (UGC) and Media Creation

Defining UGC and Its Scope

The user-generated information systems or UGIS (DesAutels, 2011) are mostly modeled to a great extent to pursue a “platform” approach (Gillespie, 2010) where they are allegedly neutral structures that operate as a-political mediators to the publication and diffusion of content. It is true that there is an ongoing debate to content moderation and platforms’ responsibility over issues such as hate speech, disinformation and so on. Still, the scale of content created and published by users, be it quality content, junk, entertaining, disinformation and so on, means scholars are irrevocably called to deal with it, and in order to do so effectively, the underlying concepts must be agreed upon.

UGC is many times and for many disciplines a “taken for granted” concept, frequently associated with the realms of social networking sites (SNS), Web 2.0 or social media. Nevertheless, it is used to describe a diversity of phenomena such as the publication of digitized private pictures (For instance, the picture of the Second World War (Bull, 2016)), an eyewitness citizen video of a natural crisis (such as a flood (Bruns and Liang, 2012)) –or an anthropogenic one (such as terrorist attacks (Bruns and Hanusch, 2017)) or riots (Vis et al., 2014), to name a few.

Conceptualizations that revolve around UGC, found in the literature, can be grouped into **four different foci**:

- on the content, such as “user-created content” (Wunsch-Vincent and Vickery, 2007), “self-produced media content” (Croteau, 2006), “user-contributed content” (Bakshy et al., 2009), “participatory news” (Deuze et al., 2007);
- on the communicative practice as “citizen journalism” (Gillmor, 2010), “participatory journalism” (Paulussen and Ugille, 2008), “audience participation” (Kammer, 2013), “conversational media” (Sonvilla-Weiss, 2010);
- on the user or audience, such as the neologisms “prosumers” (Toffler, 1980), “mediactive” (Gillmor, 2010), “produsers” (Bruns, 2008, 2010), “pro-am” or professional-amateur (Leadbeater and Miller, 2004);
- on the platform such as “Web 2.0” (O’Reilly, 2005), “SocialWeb” (Gruber, 2008) and the popular expression “Social Media” (Kaplan and Haenlein, 2010) that points to the convergence of UGC and Web 2.0.

After 20 years, academics seem to have no consensus as to which could be considered the first UGC. Wardle et al. (2014) tracked the phenomenon of UGC back as far as Kennedy’s assassination to assert the importance of news content produced by non-journalists. At the same time, the authors assert that the systematic incorporation of UGC in journalistic routines is triggered by events like the Southeast Asia Tsunami of 2004 and the London bombings of 2005. This last event is seen by many as the first acute event to draw considerable attention to the use of UGC by journalists and media.

While the creation of socially relevant media content by non-professional users is not new, the acronym UGC definitely owes its recent visibility to the rise of digital technologies and especially Web 2.0 and Social Media related standards and practices, which invite the ordinary user to publish and interact in different ways in user-friendly environments.

Even though we can declare that there is a general understanding of what is content created by users (UGC), there is no consensus about its actual definition (Santos, 2021).

In its simplest form, UGC, is media that has been created and/or shared online by a person. The Interactive Advertising Bureau (IAB) adds to this definition the ability for that content to then “create engagement and/or drive conversation.” As marketers move away from viewing people as “users,” the industry’s nomenclature has expanded to include terms like “peer-created content” and “consumer-generated content”. Standard forms of UGC include



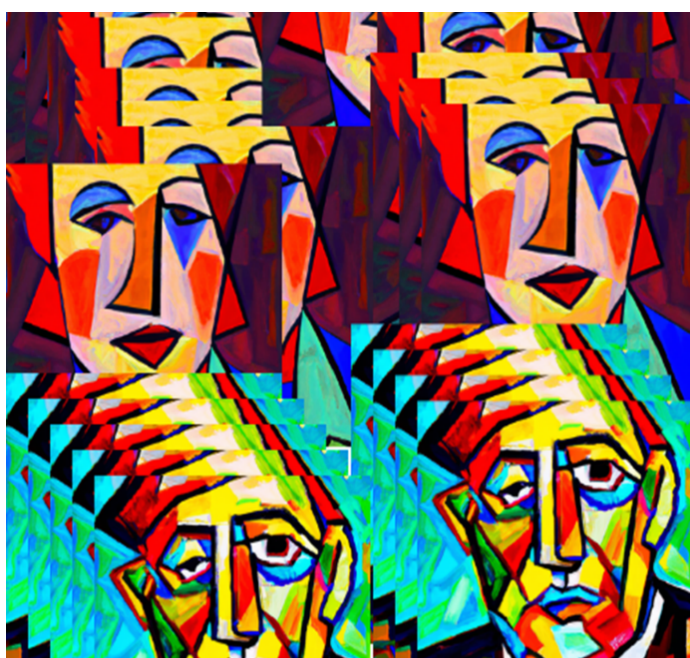
simple text posts (e.g. status updates or Tweets), comments, photos, videos and online ratings & reviews.

The maturation of social media and mobile has ushered in a proliferation of content types and an overall improvement in the quality of UGC. Photo and video editing tools are allowing people to create high-quality UGC with minimal effort — and digital natives, self-publishers and stewards of their own personal brands, are creating and sharing more content than ever before.

Additionally, as Thomas (2020) and Torres et al. (2023) refer, UGC has the capacity to influence consumers' behaviors regarding brands and products, such as increasing loyalty, engagement, or purchase intention.

There exist three basic variables for UGC:

1. Accessible Content. UGC is publicly produced through platforms located on the Internet and is available to any individual browsing such a publicly accessible website or a public social media account.



2. Creative effort: work creation or reconstruction of the existing works into a new one. For example, uploading photographs, expressing one's thoughts in a blog post or creating a new music video.

3. Creation outside of professional routines and practices. UGC often doesn't have an institutional or a commercial market context and it may be produced by non-professionals without the expectation of profit or remuneration. Motivating factors include connecting with peers, a certain level of fame, notoriety, or prestige, and the desire to express oneself (Hennig-Thurau and Wiertz, 2025).

Platforms and Tools Used for UGC Creation and Distribution

The creation and sharing of user-generated content (UGC) across digital platforms has become a defining feature of the contemporary Internet ecosystem. As platforms such as *TikTok*, *YouTube*, *Instagram*, *Reddit*, *Twitch*, and collaborative tools like wikis and online document editors proliferate, their native and third-party tools for content creation have likewise diversified and evolved. The growing sophistication of in-app editors, cross-platform workflow tools, and, more recently, the widespread adoption of generative AI has transformed access to advanced editing, templating, and collaboration capabilities, enabling creators of diverse skill levels to contribute across multiple media formats.

This lecture examines recent research efforts to analyze, compare, and contextualize the creation features, workflows, and technical affordances of mainstream UGC platforms and tools. Across the collected studies, several thematic strands emerge. Qualitative work has explored how creators navigate complex multi-platform ecologies, negotiating priorities around platform features, audience management, and content synchronization (Ma et al., 2023). Other empirical studies focus on the integration of artificial intelligence into content creation, particularly in video and text domains. For example, feature-based comparative analyses examine text-to-video generation tools, evaluating them across criteria such as template support, customization

options, and language coverage (Kaur and Pratibha, 2024), while experimental approaches quantify the impact of multimodal AI tools on workflow efficiency in short-form video production (Gao and Leong, 2025). Additional studies document the growing role of generative AI in video scripting, editing, and uploading, particularly among YouTube creators, and provide systematic comparisons of AI-powered writing tools and content spinners within the text creation category..

However, while the literature demonstrates consensus on the transformative impact of AI and automation on UGC workflows and the importance of cross-platform strategies, it also reveals significant gaps. No identified study offers a comprehensive, side-by-side, category-by-category comparative analysis of major mainstream UGC platforms' native creation features, templates, editing capabilities, and collaboration tools across all content categories.

AI-Powered Creation Tools automate and enhance various aspects of content creation, making it easier for users with limited technical skills to produce high-quality UGC.

AI Video Generators can be conventionally divided into:

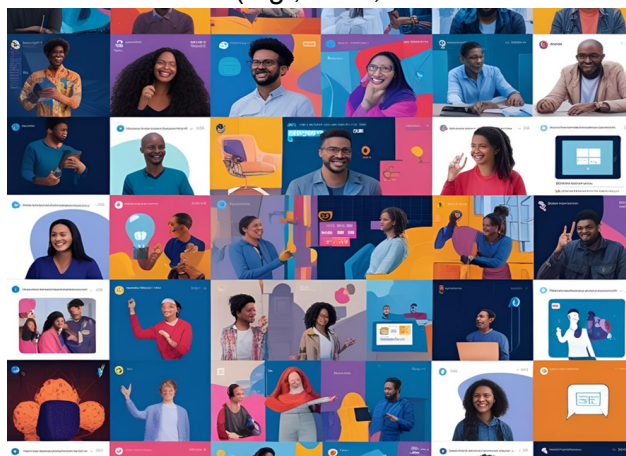
- Text-to-Video: Pictory (turns text into videos), Arcads (generates video ads from text) etc.;
- Automated Editing Tools that auto-cut filler words, add trendy captions, and optimize pacing (e.g., SubMagic).

AI Image Generators include Midjourney, DALL-E, Stable Diffusion, etc. While not strictly UGC, these can be used by users to generate unique visual assets for their content.

AI for Voiceovers & Localization are tools that offer text-to-speech in multiple languages, expanding the reach of UGC (<https://murf.ai/>).

Among **Specialized & Immersive Creation Tools** we can emphasize the wide use of AR/VR Creation Kits within platforms like Roblox, The Sandbox, Unity, and Unreal Engine that allow users to build virtual worlds, games, and interactive experiences (<https://surl.lu/recfri>); 3D Modeling Software (Blender (free), SketchUp); Interactive Content Platforms that allow for polls, quizzes, and clickable elements within content (often integrated into social media platforms or dedicated UGC platforms).

To sum up, no study was found that provides a comprehensive, side-by-side comparison of major mainstream user-generated content creation platforms and tools across all specified content categories, though several works examine individual platform categories, cross-platform creator strategies, or tool-specific feature sets, with special emphasis on the impact of AI and generative technologies in streamlining and transforming content creation workflows for all seven content types (short-form video, image, text, long-form video, live streaming, audio, collaborative tools). For example: Short-form video (e.g., TikTok, Reels) Image-based (e.g., Instagram, Pinterest) Text-based community/conversational (e.g., Reddit, comment sections) Long-form video (e.g., YouTube) Live streaming (e.g., Twitch, YouTube Live) Audio (e.g., podcasts, Clubhouse) Collaborative creation (e.g., wikis, collaborative writing tools).

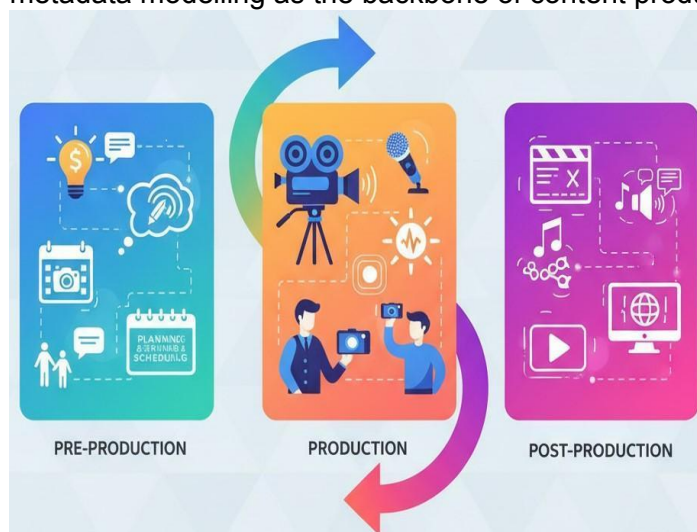


Media Creation Process

This point of the lecture uncovers several prototypes and conceptual frameworks proposing integrated or automatable workflows for media creation (covering multiple stages and some cross-media applicability), but there is no comprehensive, industry-validated end-to-end model that concretely spans all stages (storyboarding, writing, scheduling, distribution, collaboration) across video, audio, and digital text in both theory and practical implementation.

The increasing complexity and diversification of media creation across video, audio, and digital text has generated a need for unified models and practical guides that describe the organizational and creative stages of modern content production. As workflows expand to incorporate cloud-based collaboration, artificial intelligence, automation, and multiplatform distribution, the literature reflects a range of approaches aimed at integrating or streamlining processes including storyboarding, writing, production scheduling, distribution, and team collaboration.

Several papers detail attempts to systematize these stages through unified technological platforms or formal workflow models. Chen et al. (2020) present an intelligent creation platform designed for newsrooms; this system integrates audio and video capture, natural language processing for content enhancement, multimedia editing, and multi-channel distribution. These stages reflect an effort to automate and streamline the full cycle from content acquisition to operational analytics. Cloud-based approaches to production are described by Defreyne et al. (2012), Welsh (2021), and Kim et al. (2022), each of which advocates modular and centralized infrastructure for synchronizing editing, visual effects, colour grading, audio mixing, localization, and distribution. These works emphasize the role of data models and interoperability standards in supporting collaborative and distributed workflows. Other contributions focus on process and metadata modelling as the backbone of content production workflows.



The stages of modern media content production are addressed both directly (in system/platform descriptions) and indirectly (in discussions of workflows, metadata models, and AI-augmented processes). While no single paper provides a universally standardized list of stages, the analyzed literature sources collectively describe a recurring **set of phases:**

Ideation & Development Activities: Content brainstorming, treatment/beat-sheet drafting, research, and initial concept creation. Explicit references: Automated or AI-assisted ideation via LLMs and NLP.

Pre-production & Planning Activities: Storyboarding (for video), scripting (for audio/text), scheduling, resource allocation, shot lists/scenes outlines, and technical planning.

Production & Creation Activities: Main content generation, such as filming, audio recording, digital text drafting, and collection of creative assets. Explicit references: Video/audio capture modules, collaborative editing environments, and automated content generation.

Post-production & Assembly Activities: Editing (video/audio/text), color grading, audio mastering, graphics, visual effects, and versioning.

Distribution & Promotion Activities: Formatting for publishing, multi-channel distribution (broadcast, web, social media), transcoding, metadata tagging, operational analytics.

Collaboration & Workflow Management Activities: Multi-user collaboration, task and role assignment, version control, metadata consistency, interoperability management.

In summary, these stages, while variably emphasized, represent the consensus structure found across contemporary research and systems on multimedia content workflows.



2.4. Visual and Audio Media for Advocacy and Social Change

Advocacy is the active support for a cause, idea, or policy with the aim of influencing public attitudes or government policies (Bowen et al., 2017). Advocacy can take many forms, from individual efforts like writing a blog post or joining a protest to large-scale campaigns run by non-governmental organizations (NGOs), social movements, or political groups (Barassi, 2017).

Social change refers to significant, lasting transformations in the structures, norms, values, and behaviors of a society over time (Jones & Colehour, 2022). It can occur in different areas such as human rights, education, environmental protection, and gender equality. Social change can happen gradually, through long-term cultural shifts, or rapidly, through revolutions, protests, or new policies.

Public opinion refers to the collective attitudes and beliefs held by the general public on particular issues. In modern societies, media play a central role in creating, distributing, and amplifying messages that influence what people think and how they behave.

Ways in which media influences public opinion:

- **Framing.** Media can frame an issue in a particular way, focusing on certain aspects while ignoring others. For example, a news report about climate change might frame it as a scientific issue, a political debate, or a human rights crisis. Each frame affects how the audience perceives the problem.
- **Agenda setting.** Media decides which topics are newsworthy and worthy of public attention. When media repeatedly highlight certain issues, these issues become part of public conversations.
- **Emotional impact.** Visual and audio media, such as photographs, documentaries, podcasts, and music, often carry powerful emotional messages. A single image of a refugee child or a protest video can evoke empathy and prompt action from the public.
- **Amplification through social media.** Platforms like Twitter, Instagram, and TikTok allow advocacy messages to spread quickly and widely, sometimes reaching millions of people in a short time. Movements like #MeToo and #FridaysForFuture became known because of their visibility online.



Why is this important?

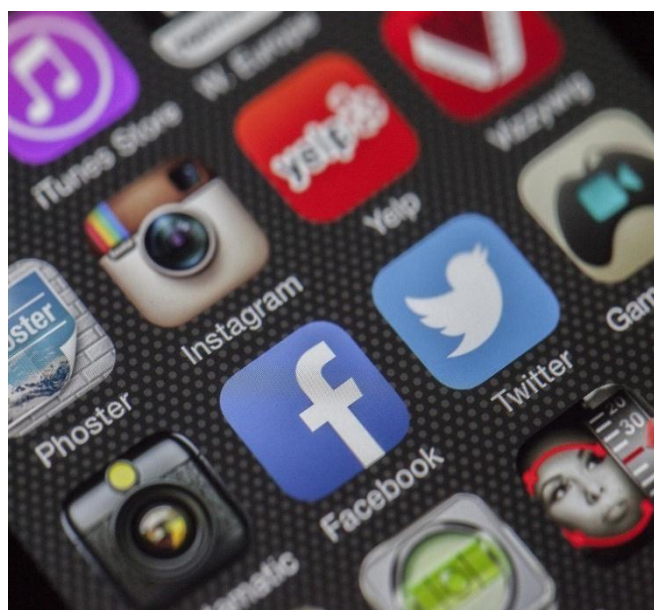
Media's power to shape public opinion matters because public opinion influences policy, social behavior, and cultural values. Politicians, organizations, and decision-makers often respond to public pressure, and public awareness can lead to reforms or new laws. For example, climate advocacy campaigns have brought environmental issues to the top of political agendas worldwide, thanks to media coverage and youth-led movements.

To sum up, advocacy is a tool used to support causes and promote social change. It relies heavily on media to communicate its messages, influence public opinion, and encourage action. As future professionals, educators, or activists, it's essential for us to understand how advocacy works and how media can serve both as a platform and a partner in the process of creating a better, more just society.

Visual media includes images, videos, infographics, posters, documentaries, and social media visuals. **Audio media** refers to radio broadcasts, podcasts, protest songs, speeches, and spoken word performances.

Why are these media forms powerful for advocacy?

- **They connect emotionally.** Images and sound have the ability to trigger emotions such as anger, empathy, and hope which is much faster than written words alone.
- **They are easily shareable.** Social media platforms make it possible for a single image or audio clip to reach millions of people in hours.
- **They cross cultural and language barriers.** Visual storytelling and music can convey meaning beyond words, making them highly effective for global advocacy.



How do they support social change?

- **Raising awareness.** Campaigns like *#BlackLivesMatter* and *FridaysForFuture* used strong visuals and spoken messages to inform people about injustice and inequality.
- **Shaping public narratives.** The visual or sonic framing of a story influences people's understanding of social problems.
- **Mobilizing people to act.** Protest songs, campaign posters, and viral videos have often inspired protests, donations, and petitions.



MODULE 3. CREATING EDUCATIONAL VIDEOS WITH SCREEN CAPTURING SOFTWARE (AVAILABLE SOFTWARE TOOLS, HARDWARE, TECHNIQUES)

3.1 Video Creation for Communication

In the contemporary media environment, where attention spans are limited and information overload is common, video stands out as one of the most effective tools for communication. Unlike text or static images, it combines visuals, sound, and motion, creating a dynamic and memorable experience. Video captures attention, evokes emotions, and is accessible to audiences of all ages and backgrounds.

Video is widely used across different contexts:

- **Marketing** – to promote products and shape brand identity;
- **Education** – to explain concepts, demonstrate processes, and engage students;
- **Storytelling** – to share personal, cultural, or social narratives.

Regardless of the context, every video should begin with two guiding questions: *What is its purpose?* and *What is its genre?* These elements determine all creative and technical decisions throughout production.

Purpose and Genre

Purpose defines what the video aims to achieve:

- **Informative videos** deliver facts and explanations (e.g., news reports, educational overviews).
- **Entertaining videos** focus on emotional engagement through humour or narrative (e.g., vlogs, skits, short films).
- **Instructional videos** teach a skill or process through step-by-step demonstrations (e.g., tutorials, how-to guides).

Genre determines the tone, structure, and conventions:

- **Advertisements** aim to persuade or promote.
- **Video essays** present an analytical or reflective argument.
- **Vlogs** are informal and personality-driven.
- **Documentaries** depict real events and people.
- **Short films** use fictional storytelling to entertain or provoke thought.

Defining both purpose and genre ensures coherence and effective communication.

Audience Considerations

Identifying the target audience is crucial for determining the style and scope of production (Owens, 2023). Key questions include:

- Who is the intended viewer – the general public, a specific professional group, or a local audience?
- What is the target age range – children, adolescents, adults, or seniors?
- What level of background knowledge or expertise is expected?

Understanding the audience allows the creator to choose appropriate tone, terminology, and visual design.

Medium and Distribution

The platform and viewing environment strongly influence production decisions. Viewers may watch a video individually on a smartphone, collectively in a classroom, or in a professional setting. Each situation requires different pacing, visual composition, and sound design.

Different platforms have distinct expectations:

- **Television** – prefers longer, polished formats with formal pacing.



- **YouTube** – supports a mix of edited and informal content, typically 5–15 minutes long.
 - **TikTok/Instagram** – prioritize short, vertical, fast-paced videos.
- Creators should adapt content length, format, and tone to suit the chosen medium.

Visual and Audio Elements

Visuals may include studio footage, outdoor scenes, stock materials, or animations. Titles and infographics enhance clarity.

Sound is an integral part of video production. It conveys information, evokes emotions, and shapes audience perception. Effective sound design combines technical precision and artistic choices.



There are three main categories of sound:

1. **Narration** – voice-over commentary that provides explanation or context (Tella, n.d.).
2. **Ambient sounds** – background noises that create a sense of space (Filmmakers Academy. (2024, February 14)).
3. **Music** – reinforces mood, identity, or associations through thematic or environmental cues (Owens, 2023). Video production handbook. Routledge).

Successful integration of these elements transforms a video into an immersive experience.

Stages of Video Production





The process of video creation involves **three main stages** (Hughes, 2012).

1. **Pre-Production** – planning and preparation:
 - Concept development (goals, budget, timeline)
 - Research and scriptwriting
 - Storyboarding and location scouting
 - Equipment preparation
2. **Production** – capturing visual and audio material:
 - Setting up cameras, lighting, and sound
 - Conducting interviews and recording voiceovers
 - Gathering b-roll footage
3. **Post-Production** – editing and finalizing:
 - Reviewing and logging footage
 - Editing, music selection, and mixing
 - Review, approval, and final export for distribution

Clear organization during each stage ensures efficiency and coherence, resulting in high-quality, audience-oriented video content.



3.2 Tools and Techniques for Video Creation

Core techniques for capturing video make your work look professional and engaging. Whether you are preparing interviews, documentaries, or advocacy clips, mastering framing, movement, sound, and lighting is essential.

Framing and Composition in Video Production

Effective video production begins with how a scene is **framed**. Framing is not simply about fitting a subject into the camera's viewfinder; it is a deliberate choice that directs the viewer's eye, conveys meaning, and establishes the emotional tone of a shot. By mastering a few foundational principles, creators can transform ordinary footage into compelling visual narratives.

The Rule of Thirds

One of the most widely used guidelines in visual composition is the **Rule of Thirds**.

- **Concept:** Imagine dividing the frame into a grid of nine equal rectangles – three across and three down.
- **Application:** The intersections of these lines are natural **focal points**. Placing a subject along these lines or at their intersections creates balance and dynamism, avoiding the static feel of a centered shot (Hurbis-Cherrier, 2018).
- **Example:** Positioning a speaker's eyes near the upper third line in an interview produces a natural, engaging look that feels both professional and aesthetically pleasing.

Leading Lines

Another powerful tool is the use of **Leading Lines**.

- **Concept:** These are visual pathways – roads, hallways, bookshelves, or even shadows – that guide the viewer's attention toward the subject (Hurbis-Cherrier, 2018).
- **Impact:** Leading lines add **depth and perspective**, subtly directing the eye.
- **Use in Journalism:** In documentary or journalistic contexts, they can emphasize the importance of a subject by visually "pointing" toward them.

Headroom

Finally, attention to **headroom** ensures that subjects appear comfortable and well-positioned within the frame.

Definition: Headroom refers to the space between the top of a subject's head and the upper edge of the frame (Hurbis-Cherrier, 2018).

Improper Use:

- **Too much headroom** makes the subject look distant or diminished.
- **Too little headroom** creates a cramped, awkward impression.

Proper Use: Proper headroom balances the shot and keeps the viewer focused on the subject's face and expression.

Framing and composition are not arbitrary decisions; they are storytelling tools. By applying the rule of thirds, using leading lines, and managing headroom effectively, video creators can craft visuals that feel intentional and engaging.

Camera Movement in Video Production

Movement is one of the most powerful tools in video storytelling. While framing determines *what* the audience sees, camera movement shapes how they experience it. By guiding the viewer's eye across the frame or into the scene, movement adds energy, emotion, and narrative depth (Katz, 2019).



Move ment Type	Action	Narrative Effect
Pan	Horizontal sweep (left/right) while the camera base is static.	Reveals new information, follows a subject, creates continuity.
Tilt	Vertical movement (up/down) while the camera base is static.	Emphasizes scale (e.g., height of a building), gradually introduces subjects for drama.
Zoom	Adjusts focal length to bring details closer or push them away.	Highlights important details, though overuse can feel artificial.
Dolly	Moves the entire camera forward or backward physically.	Immerses the viewer in the scene, preserves perspective for a natural effect.

Technical Considerations for Movement

- **Physical vs. Zoom:** Many filmmakers prefer the **dolly** (physical movement) over a **zoom** for a more natural, less artificial effect that maintains perspective.
- **Handheld vs. Stabilized:**

Handheld shots convey immediacy and realism, often used in documentaries or action sequences, but risk distracting shakiness.

Stabilizers (such as **tripods** or **gimbals**) provide smooth, controlled movement, ideal for professional interviews or cinematic storytelling (Katz, 2019).

Sound Recording Techniques in Video Production

When creating video, it is easy to focus on the visuals and overlook audio. Yet sound is just as important – poor audio can distract viewers, undermine credibility, and make even the most beautifully shot footage unusable. Mastering a few basic recording techniques ensures clarity and professionalism in every project (Owens, 2017).

Avoiding Background Noise

The first step to clean audio is **controlling the environment**.

- Choose **quiet locations** whenever possible.
- **Eliminate sources of unwanted sound** like turning off fans, air conditioners, or closing windows.
- A quiet recording space allows the microphone to capture voices without competing with ambient noise (Owens, 2017).

Pop Filters

Speech often produces **plosive sounds**, such as “p” and “b,” which can cause bursts of air that distort recordings.

- A **pop filter** is a mesh screen placed between the speaker and the microphone.
- It **diffuses these bursts**, resulting in smoother, clearer audio.
- Even inexpensive or DIY filters (such as fabric stretched over a frame) can make a noticeable difference (Owens, 2017).

Syncing Audio

When recording video and audio separately (dual system sound), **synchronization is essential**.

- A simple technique is to **clap once at the beginning of a take**.
- The clap creates a sharp **visual and audio marker** (a spike in the waveform), making it easy to align tracks during the editing process.



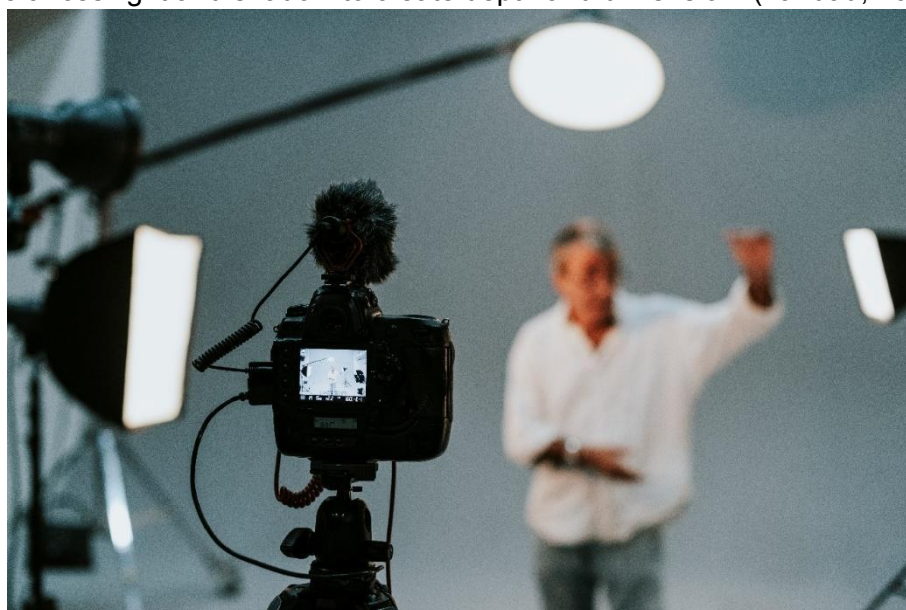
- This small step saves time and ensures that speech and visuals remain perfectly matched.

Lighting Setups in Video Production

Lighting is one of the most powerful tools in video creation. It not only ensures that subjects are visible but also shapes mood, atmosphere, and professionalism. Poor lighting can make even the best footage look amateur, while thoughtful setups elevate the quality of a production (Landau, 2014).

Three-Point Lighting

The **three-point lighting system** is a classic method used across film, television, and online video. It balances light and shadow to create depth and dimension (Landau, 2014).



Editing and post-production tools

Editing Software:

- iMovie
- Filmora
- Adobe Premiere Pro
- Final Cut Pro
- DaVinci Resolve
- Shotcut

Editing techniques:

- **Cutting.** This is the foundation of editing. Cutting removes unnecessary footage and keeps only the essential moments. Think of it as sculpting – you chip away until the story is clear.
- **Transitions.** Transitions connect clips smoothly. A fade or dissolve can signal the passage of time, while a wipe might suggest a change in location. Use transitions thoughtfully; too many can distract.
- **Pacing.** Editing controls rhythm. Fast cuts create energy and urgency, while slower cuts allow reflection. In journalism, pacing can emphasize urgency in breaking news or calm analysis in interviews.
- **Color Correction & Grading.** Correction ensures consistent brightness and contrast across clips. Grading goes further, applying stylistic tones – warm for nostalgia, cool for



seriousness. This shapes the mood.

- **Text, Captions, Graphics.** Adding titles, lower thirds, or explanatory visuals makes content accessible and professional. Captions are especially important for accessibility and bilingual contexts (Bowen, 2023).



Advanced Techniques & Critical Perspective

Accessibility ensures that video content can be understood by all audiences, making your work more inclusive and expanding its potential reach.

Subtitles and Captions:

- Essential for viewers with hearing impairments.
- Benefit multilingual audiences or those watching in noise-sensitive environments.
- In bilingual contexts (e.g., English and Ukrainian), subtitles expand reach and comprehension (Díaz-Cintas, Remael, 2020).

Audio Description: Provides narration of visual elements for viewers who are blind or visually impaired. It describes actions, settings, and expressions that might otherwise be missed.

Distribution Tools & Optimization

Once a video is complete, **distribution determines its impact** and reach. Selecting the right platform and optimizing your content is essential.



3.3 Crafting Educational Videos

The Power of Educational Videos

Educational videos are no longer just an add-on to traditional teaching. They've become a **central tool** in modern communication and learning. Whether it's a YouTube tutorial, a short explainer animation, or a professionally edited documentary, videos speak to us in ways static text simply can't.

Multiple studies do show that well-designed multimedia content improves comprehension and memory retention compared to text-only materials. This doesn't mean text is obsolete but it does highlight the unique strength of video as a medium for clarity, memory, and motivation.

Why Are Educational Videos So Powerful?

- **They Boost Comprehension and Retention**

Videos can take abstract concepts, like how a virus mutates or what an algorithm does, and make them tangible through animation, real-life footage, or voiceover explanations. They engage both visual and auditory learning channels, making it easier for information to "stick".

- **They Encourage Active Engagement**

Unlike passive reading, videos can include **questions, quizzes, and discussion prompts**, inviting the learner to interact, reflect, and apply. The result? Not just passive knowledge, but active thinking.

- **They Are Flexible and Accessible**

Educational videos are available anytime, anywhere. For students juggling part-time jobs, caregiving, or other commitments, this accessibility is a game-changer. You can pause, rewind, or rewatch until you truly understand – no need to ask the professor to repeat it again.

- **They Bring Context to the Classroom**

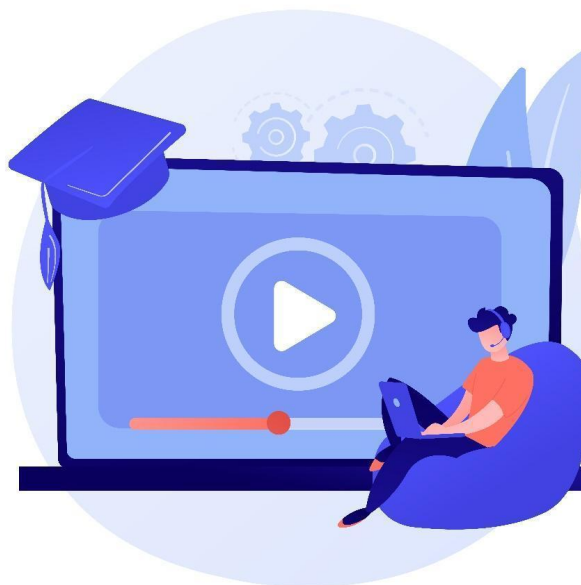
A short documentary clip or a case study video can help connect theory to the real world. Instead of memorizing abstract facts, learners see how ideas play out in real-life scenarios making the material not only easier to understand, but also more meaningful.

They Support Self-Paced Learning

We all learn differently. Some students grasp things quickly; others need more time. With videos, you set your own pace. You can review tricky parts, skip what you already know, or go deeper where your curiosity takes you.

Educational videos are not limited to teachers and students. They're used in **corporate training, healthcare, activism, and public communication**. They help organizations share ideas clearly and persuasively – whether it's explaining climate change to the public, training new employees, or raising awareness about mental health. What makes video such a game changer is its **versatility**. It can inform, inspire, teach, entertain, and call to action – all at once (Sorial, 2025).





Core Principles of Educational Video Design

Although educational videos are powerful tools for communication and learning, not all videos are equally impactful since the way a video is structured, presented, and paced can make the difference between deep learning and disengagement. A growing body of research identifies several key design principles that can significantly enhance the effectiveness of educational videos. Many of these principles are consistent with Mayer's (Mayer, Fiorella, 2021) multimedia learning principles for reducing extraneous processing, which explain how instructional design can help learners focus on essential information by minimizing unnecessary cognitive load. According to Brame (2016), the core practices that maximize viewer learning from videos can be grouped into three categories: how to manage cognitive load of the video, how to maximize student engagement with the video, and how to promote active learning from the video.

Managing Cognitive Load

Cognitive load refers to the mental effort required to process new information. When designing educational videos, we aim to **reduce unnecessary load** so learners can focus on the content that matters.

1. Segmenting

Break your content into **short, manageable chunks**. Avoid long, uninterrupted lectures — instead, use clear pauses or modular sections. This makes it easier for viewers to process and absorb information at their own pace.

2. Signaling (or Cueing)

Use visual or verbal signals to highlight **important information** — such as on-screen text, arrows, color changes, or vocal emphasis. This helps learners focus their attention on what really matters.

3. Weeding

Remove any **non-essential content** that doesn't directly support learning goals. Background music, overly decorative graphics, or long introductions can overload the viewer's attention and reduce learning efficiency.

Tip: Keep the content focused and purposeful — every element should contribute to the viewer's understanding.



4. Matching Modality

Use both **auditory and visual channels** to convey **complementary information**. This taps into **dual-channel processing** and helps reduce overload in any one system.

Example: Khan Academy–style videos on YouTube combine a voice explaining a concept with real-time sketching or animation that illustrates the process.

Engagement: Holding Attention

Even the most informative content won't be effective if viewers tune out. Design choices can help **boost engagement and motivation**.

1. Use a Conversational Style

Instead of sounding overly formal, speak in a **friendly, conversational tone**. This helps the viewer feel more personally connected to the content and the speaker.

Instead of: "One must consider..." say: "Let's think about what happens when..."

2. Use the Instructor's Presence

Whenever possible, include the **instructor's face or voice** in the video. Research shows that viewers feel more engaged when they can see or hear a real person guiding them through the material.

Tip: Use a small webcam insert or voiceover narration to personalize your video.

3. Keep It Short and Focused

Viewers are more likely to stay engaged with **short, focused videos**. Aim for clarity and relevance over comprehensive coverage in a single sitting.

Rule of thumb: Aim for short videos (6 minutes or less).

Promoting Active Learning

Finally, one of the most powerful strategies in video-based learning is to **prompt active engagement** — giving the viewer chances to think, reflect, and apply.

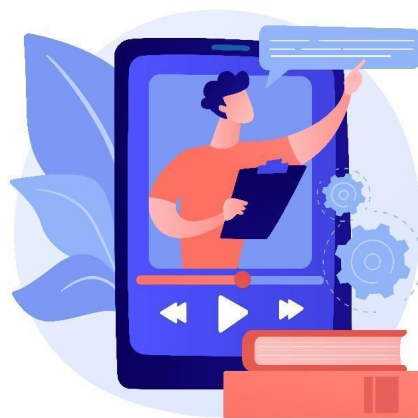
1. Use Guiding Questions

Before or during the video, present **questions** that viewers should think about as they watch. This encourages more focused and purposeful viewing.

2. Integrate Interactivity

Use built-in **quizzes, pause prompts, or tasks** to reinforce learning. Some video platforms let you embed questions directly into the video timeline, making it a dynamic and responsive experience.

Well-designed educational videos are **not about flashy production or expensive equipment** – they're about aligning with how our brains learn best. Whether you're creating a tutorial, explainer, or training video, applying these core principles will help ensure your content is **engaging, digestible, and impactful** (Brame, 2016).



Scripting & Planning a Video

Before creating any educational video, careful scripting and planning are essential to ensure clarity, structure, and alignment with your learning goals.

Why Plan?

While some creators view planning as restrictive, preferring spontaneity, most video productions require thoughtful preparation. Video creators often need to secure filming locations, schedule interviews, and ensure access to people or places – tasks that can't be left to chance. Planning doesn't eliminate creative freedom; rather, it provides a strong foundation and allows room to adapt if unexpected opportunities arise during production.

Why Script?

A well-developed script helps you:

- Fulfill the video's purpose — to inform, engage, or persuade.
- Choose an appropriate style and tone for your audience.
- Match the content length to the time available.
- Stay realistic about your budget, timeline, and resources.
- Deliver content that is relevant, feasible, and on schedule.

Start by answering:

1. What are your learning goals and who is your audience?
2. What is your budget and what limitations does it impose?
3. Where will your visual material come from – studio, location, or stock?

Why Storyboard?

Once your script is outlined, use a storyboard to plan the visual flow. This helps:

- Visualize how each segment will appear on screen.
- Organize camera shots, transitions, and movements.
- Communicate your vision clearly to collaborators.

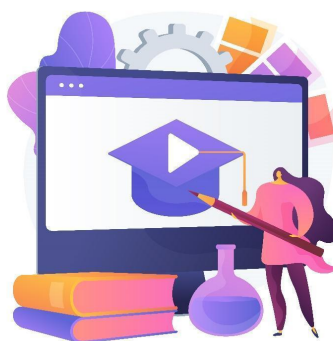
You don't need to be an artist – simple sketches or digital tools are enough. The goal is to map out the structure and ensure a smooth, engaging presentation (Owens, 2023).

Scripting and planning are the backbone of an effective educational video. They bring structure, creativity, and intentionality to your production – ensuring that design principles are built in from the start.

Conclusion

Educational videos are an effective medium for enhancing learning by integrating visual, auditory, and narrative elements. When grounded in principles such as cognitive load management, learner engagement, and active participation, they significantly contribute to comprehension and knowledge retention.

Successful video design requires deliberate planning, clear scripting, and precise editing, which can be achieved using accessible tools like Shotcut. Educators are encouraged to apply the techniques outlined in this chapter to develop their own instructional videos. Importantly, the creation of impactful educational content relies more on thoughtful design than on advanced equipment.



3.4. Tools for Video Communication and Collaboration

Key features to get the most out of your video conferencing software

Video conferencing is essential for keeping distributed teams on the same page and engaged in group discussions. And with the increase in hybrid work, in-person attendees still benefit from effective video conferencing software.

To get the most out of your video conferencing software, look for these key features:

1. Intuitive interface

Assess potential video conferencing apps' user interface from the perspective of both a meeting host and a meeting attendee. Then, check to see how easily you can do the following:

- Sign in, join and host meetings
- Invite participants
- Adjust audio and video
- Mute and unmute your microphone
- Share or stop sharing your screen or webcam.

Additionally, look for video communication tools that work with a range of operating systems, including Windows and macOS, web browsers, and mobile devices such as iPhones and Androids.

2. Captions and language support

Look for features that promote accessibility, such as auto-generated captions and support for multiple languages. Captions are essential for allowing those who are hard of hearing to engage in conversation during virtual meetings. Similarly, many video conferencing tools also generate transcripts that employees can refer to later. Finally, multi-language support aids comprehension for those who speak English as a second language. These features are also essential for video recording tools. Apps like Loom automatically generate closed captions and transcripts, as well as support over 50 languages.

3. Integrations

Dialpad's State of Video Conferencing 2022 report found that about one-third of employees say their video conferencing platform doesn't integrate with the other tools they use. This can make scheduling meetings, collaborating, and syncing notes and action items more difficult. Integrated apps streamline employees' workflows. Zendesk, for example, supports remote customer service, and Salesforce supports instant video chats with prospects. Additionally, Loom's video recording integrations with apps like Salesforce, Calendly, and Gmail make it easier for team members to create, share, and access recordings for a variety of use cases.

Other important features to consider include:

- File sharing
- HD video support
- Live streaming capabilities
- Breakout meeting rooms
- Browser-based video conference calls
- Cloud storage for meeting recordings





Kinds of tools for video communication and collaboration, their advantages and disadvantages

1. Google Classroom

Google Classroom, a free learning management system (LMS), offers several advantages for educators and students, including ease of use, integration with Google Workspace, and efficient assignment management. However, it also has limitations, such as a lack of comprehensive communication tools, limited customization options, and potential security concerns (Hidalgo et al., 2007).

Pros:

- Ease of use. Google Classroom is known for its intuitive interface, making it easy for both teachers and students to learn and use.
- Integration with Google workspace. It seamlessly integrates with other Google apps like Docs, Sheets, Slides, and Forms, streamlining the creation and sharing of materials.
- Efficient assignment management. It allows teachers to easily create, distribute, and collect assignments, along with providing feedback and grading.
- Free to use. Google Classroom is free for schools and educators, making it a cost-effective solution.
- Accessibility. The platform is accessible on various devices, including computers, tablets, and smartphones.

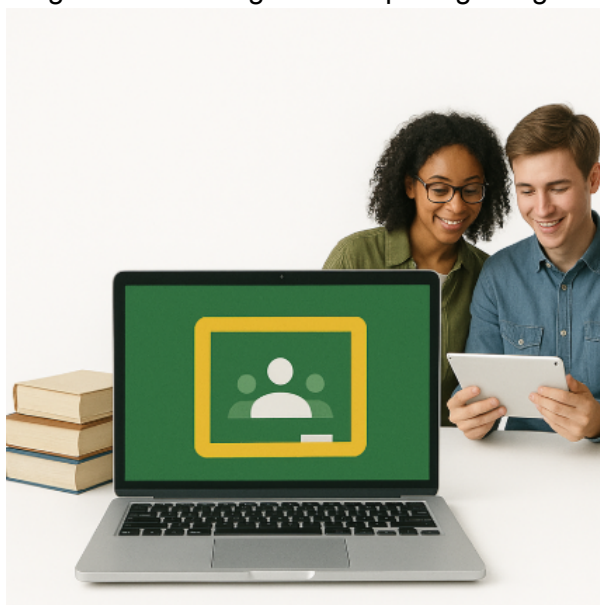
Cons:

- Limited communication tools. While it offers basic communication features, Google Classroom lacks robust communication options for parent-teacher interaction and student-to-student discussions.
- Limited customization. Teachers may find the customization options for creating and organizing content and assignments limited.
- Security concerns. While Google has strong security measures, data privacy and security concerns can arise, especially with the cloud-based storage of student data.
- Dependence on technology. Over-reliance on Google Classroom for all aspects of education may lead to students becoming overly dependent on technology and potentially hinder the development of essential skills.





- Internet access dependency. Students with limited or unreliable internet access may face challenges in accessing and completing assignments (Scrivener, 2012).



2. Miro

Miro is a visual collaboration platform designed to revolutionize how teams work together. As a comprehensive digital workspace, Miro offers an extensive range of features, such as digital whiteboards, interactive templates, and integration with various tools and applications to ensure seamless communication and collaboration for teams of all sizes. This versatile platform not only bridges the gap between remote and in-office teams but also addresses the needs of hybrid teams, fostering an environment of creativity and innovation while enhancing productivity and efficiency across the board (Fuchs, 2014).



Pros:

- Ease of use and implementation. Miro features an intuitive interface that is simple to navigate, allowing users to get started with minimal setup time quickly.
- Workflow visualization. Miro's tools are ideal for building and displaying workflows, helping teams understand processes and optimize their work.
- Customizable templates. The platform offers a wide selection of ready-made templates that can be easily tailored to suit specific team needs, saving time and enhancing efficiency.
- Cross-team collaboration. Miro facilitates seamless communication and collaboration among team members, regardless of location, fostering a cohesive work environment.
- Unlimited planning and brainstorming space. Miro provides ample space for users to plan, brainstorm, and generate ideas, ensuring that spatial limitations never restrict creative thinking.
- Face-to-face whiteboard emulation. Miro emulates the experience of using a physical whiteboard, making remote collaboration feel more personal and interactive.
- Continuous improvements. The platform is regularly updated with new features and enhancements, demonstrating Miro's commitment to delivering a cutting-edge collaboration solution that evolves with user needs [.



While Miro is a powerful visual collaboration platform, there are some drawbacks that users may experience (Martin & Tapp, 2019).

Cons:

- No way to save custom templates. Users might find it inconvenient that they cannot create and save their custom templates for reuse, limiting the ability to standardize processes within the team.
- Overwhelming functionality. With many features and tools, some users might find Miro's interface confusing, leading to a steep learning curve for newcomers.
- Session expiration issues. Some users report that sessions may expire sooner than expected, causing potential loss of unsaved work or disruptions in collaboration.
- Navigating inter-dependent projects. Managing and navigating through large numbers of interconnected projects can be challenging, impacting the overall user experience and efficiency.



- Limited job functions. Miro could benefit from incorporating more specialized job functions to cater to specific industries or roles, enhancing its usability across various teams.
- Free tier limitations. The limitations of Miro's free tier, such as the restricted number of boards and limited access to advanced features, may hinder users from fully experiencing the platform's potential without upgrading to a paid plan (Koszalka & Wu, 2021).



3. Padlet

Padlet is a free, intuitive virtual bulletin board where users can share content, collaborate, and engage in discussion (Maher & Twining, 2022).

Pros:

- easy to use;
- promotes engagement;
- allows for sharing almost any file type;
- offers various layouts and design options;
- enables collaboration, flexibility, and autonomous learning (Rashid et al., 2019).

Cons:

- Free accounts have limited storage.
- Advanced features require a subscription.
- Privacy can be an issue. All posts are visible, and there's no easy way to regulate content.
- Some users have reported occasional technical issues (Fuchs, 2014).

4. Trello

The widespread adoption of Trello as a premier online project management tool is no coincidence; it directly results from its undeniable advantages. Trello empowers its users with unparalleled collaborative capabilities, allowing seamless project task management without the hassle of juggling multiple apps. The platform's intuitive design ensures that users are fully informed about task assignments and their progress at a glance. Moreover, the effortless maneuverability of tasks across the platform isn't just a convenience; it's a strategic feature that visually maps out the entire project's journey toward completion (Rahman, 2020).



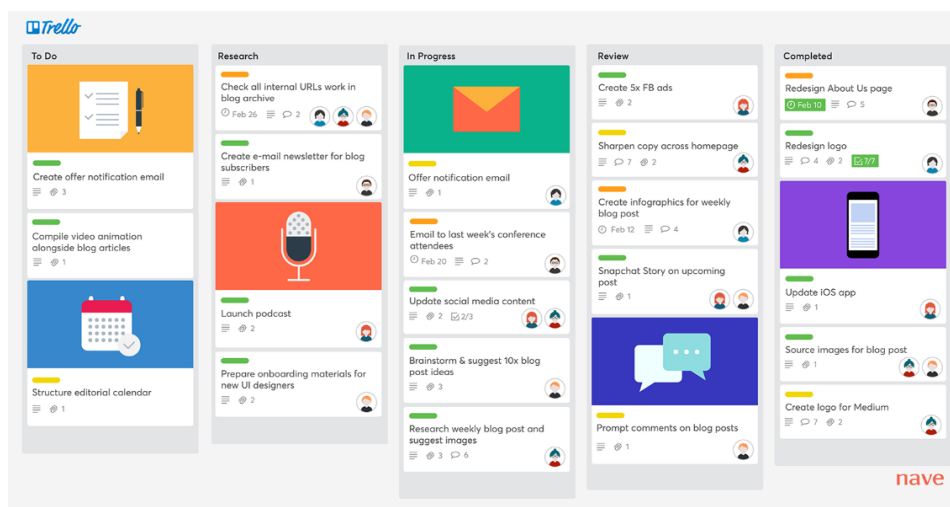
Pros:

- Instantaneous real-time updates. Trello operates in real-time, ensuring seamless collaboration. Any update is instantly reflected across the system, eliminating delays and keeping all members on the same page.
- Effortless member addition. Adding new members to a project in Trello is as simple as entering their email addresses. This ease of expansion streamlines team growth and collaboration.
- Adaptive responsive design. Whether accessed from a laptop, smartphone, or tablet, Trello's responsive design guarantees a consistent user experience. This flexibility means switching devices, from a computer to a phone, for instance, won't hinder your ability to use Trello efficiently.
- Efficient Kanban system. Trello's implementation of the Kanban system, pioneered by Toyota in the 1950s, revolutionizes task management. It allows users to easily break down projects into manageable tasks using its intuitive board system.
- Superior notification system. Trello's notification system is exemplary. It informs users about every action within the software – from updates to comments and task removals – with email notifications and push alerts for mobile users (Hicks & Sinkinson, 2015).

Cons:

- Insufficient advanced features. Trello lacks advanced project management tools. Essential features like time tracking, Gantt charts, and comprehensive reporting tools are conspicuously absent, posing significant challenges for complex project management.
- Scalability concerns. Trello's simplistic approach can become a bottleneck for larger organizations or teams juggling multiple projects. Its structure may struggle to efficiently handle a high volume of tasks and team members, raising questions about its scalability.
- Dependency on external integrations. Users seeking enhanced functionality are often compelled to depend on third-party integrations. This reliance can introduce compatibility issues and additional costs, complicating a straightforward process.
- Limited customizability. The very simplicity that makes Trello appealing can also be its Achilles' heel. Teams requiring a higher degree of customization to suit specific workflows will find Trello's customization options lacking, restricting its adaptability.
- Data security concerns. Being a cloud-based solution, Trello's approach to data storage raises flags for data privacy and security. Trello's external server storage may not be ideal for organizations with stringent security requirements or those handling sensitive data.
- Challenging for non-technical users. Trello's interface, heavily reliant on boards, lists, and cards, can be daunting for non-technical users or those new to Kanban-style management. This complexity can steepen the learning curve unnecessarily.
- Limited offline capabilities. As a predominantly web-based tool, Trello's functionality takes a hit when offline. This limitation is a significant drawback for users needing consistent access in areas with poor internet connectivity.
- Risk of information overload. Trello's ability to accommodate detailed card information can backfire, leading to a cluttered interface. This excess of information can obscure high-priority tasks, complicating project management rather than simplifying it (Capterra Research, 2021).





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