

# Infotainment

According to prevailing definitions, the term "infotainment" is used to describe educational programming (via television, radio, Internet, et tal.) in an entertaining and dramatic way ("Infotainment," n.d.). Through the use of modern technology, students today are able to access a wealth of information presented within an infotainment style format. When it comes to Internet-based forms of video infotainment, YouTube is the debated king of this online video streaming paradigm. With millions upon millions of subscribed users worldwide, YouTube is a dominating force that has helped to redefine pop culture, in the way information is shared and conveyed. For many students (formal and informal), accessing YouTube's vast repository of information is as simple as typing in a subject and watching its content.

From personal experience, looking up information in the form of educational tutorials, reviews, lectures, social commentaries, et al., is enjoyable in a sense that it is presented in the traditional "televised" format. As a spatial-visual learner, watching videos is my preferred method of learning. Grasping informative content through the use of visual stimuli provides me with a more comprehensive understanding of what it is I am learning. To illustrate, I conducted a YouTube search with the keywords "examples of infotainment." The first result hit at the top of the list was titled "Infotainment 2010 Ecology Video." As I sat back and watched the six-minute video, I found myself entertained in a very powerful and emotional way. The music and visual imagery helped to capture and deliver the contextual importance of this piece, while providing inferred factual content that educated me in the process ("Infotainment 2010," n.d.).

In my opinion, this is a brilliant example of infotainment. Any form of media that can hold a student's attention via the use of visual emotive imagery has been proven to be highly beneficial in building a student's conceptualization skills (Silverman, 1998).

## References

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<http://dictionary.reference.com/browse/infotainment>

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