Teacher's Communication Strategies In Teaching English To Kids

Maisarah[1], Achmad Fanani[2]
Universitas Pesantren Tinggi Darul Ulum Jombang
e-mail address: maisarah@fbs.unipdu.ac.id
DOI : 10.21107/prosodi.v18i1.21799

ABSTRACT

In the teaching process, appropriate communication strategies are very important in teaching children because they significantly impact their learning effectiveness. Using communication strategies that align with children's understanding level and interests, educators can facilitate good comprehension, enhance information retention, encourage active engagement, strengthen social skills, and increase children's motivation and interest in learning. This research analyzes teachers' communication strategies in this video based on Bandura's theory: Attention, Retention, Reproduction, and Motivation. This qualitative research analyzes data obtained from video on YouTube titled How to teach Kids | from a Prague kindergarten, part 1 | English for Children." The research findings show that teacher successfully applies various effective communication strategies in teaching language to children. The teacher successfully aroused the children's attention by using engaging elements, such as bright colors, relevant pictures, enjoyable, energetic voices, and positive interaction between the teacher and the children.

Keywords: Communication strategies, teaching English, children, EFL.

INTRODUCTION

Communication is an important aspect of human interaction, including in children's education. In the current digital era, videos have become a popular medium for delivering messages, including in children's education. One intriguing video is "How to teach Kids | from a Prague kindergarten, part 1 | English for Children." This video showcases effective communication strategies a teacher employs in teaching English to children.

Appropriate communication strategies are very important in teaching children because they significantly impact their learning effectiveness (Muhdi et al., 2020). Using communication strategies that align with children's understanding level and interests, educators can facilitate good comprehension, enhance information retention, encourage active engagement, strengthen social skills, and increase children's motivation and interest in learning (Triwardhani et al., 2020). Through clear, creative, and interactive communication, educators can create a positive learning environment and help children develop their potential optimally.

In analyzing the communication strategies in this video, Bandura's theory is employed, which involves four main components: Attention, Retention, Reproduction, and Motivation (Siswadi, 2022). Bandura's theory is highly relevant in teaching children as it encompasses how messages are conveyed to children, how they remember and comprehend the materials, how they learn new skills through imitation, and how their motivation is sustained.

By analyzing the communication strategies used by the teacher in this video based on Bandura's theory, we can understand how the use of appropriate communication strategies can enhance the effectiveness of teaching English to children. This analysis also provides useful insights for educators and parents in selecting the appropriate communication strategies to teach children in an engaging, effective, and motivating way. Through a deep understanding of the key elements of communication, we can enhance children's learning experience and assist them in developing their English language skills more effectively.

Although many studies have been conducted on communication strategies in the context of teaching language to children, a research gap needs further exploration. Previous research has not specifically analyzed the communication strategies applied by teachers based on Bandura's theory, which includes Attention, Retention, Reproduction, and Motivation.

One relevant study is the research conducted by Muhdi et al. (2020) on implementing online learning in early childhood education during the Covid-19 pandemic. This study employed a qualitative approach with an iterative analysis design and involved 1,899 respondents in the Central Java Province. The research findings indicate that the formulation of online learning policies in early childhood education has been effective, but its implementation still requires stronger efforts to prevent learning decline (Muhdi et al., 2020).

Furthermore, research by Suharyo and Nurhayati (2020) also provides relevant insights. This research examines the selection and preservation of the Javanese language by coastal communities in Rembang. This research indicates that the selection and preservation of language are made through the everyday use of language at home, education, arts/culture, exemplary behavior of community figures, and local government support (Suharyo & Nurhayati, 2020). This research provides an

understanding of how communication strategies in language selection and preservation can play a role in the language teaching context, especially for children.

In the context of language learning, the use of instructional media has also been extensively researched. Research by Horsburgh and Ippolito (2018) on learning from role models in clinical settings shows that students can learn by modelling attention, comprehension, reproduction, and motivation (Horsburgh & Ippolito, 2018). Additionally, research by Corbett and Abdullah (2005) on video modelling in autism intervention also demonstrates that the use of video as a model can provide unique benefits, such as limited focus, presentation of models and repetitive situations, as well as contexts typically associated with recreation and higher motivation (Corbett & Abdullah, 2005).

Therefore, further research analyzing the communication strategies applied by an English teacher based on Bandura's theory can provide a deeper understanding of how communication strategies can be enhanced in the context of language teaching to children. It is important to understand how the communication strategies applied can influence children's attention, comprehension and information retention, their ability to imitate and learn English, and their motivation to learn. So far, there has been no specific research involving Bandura's theory in analyzing communication strategies in English language teaching like this.

In this context, the research gap that needs to be explored is how the teacher applies and utilizes the aspects of Bandura's theory in his communication strategies. Specifically, how does the teacher use engaging elements to influence children's attention? What strategies are employed to ensure understanding and retention of the taught material? How does the teacher provide role modelling and opportunities for imitation for children? Moreover, how does the teacher motivate children to learn English?

By bridging this research gap, opportunities will arise to gain a more comprehensive understanding of effective communication strategies in teaching language to children. The research findings can provide valuable insights for educators, researchers, and educational practitioners to develop more effective and motivating teaching methods for children in learning English.

METHOD

Research Design. This study adopts a qualitative approach to analyze the teacher's communication strategies in the video "How to teach Kids | from a Prague kindergarten, part 1 | English for Children" based on Bandura's theory, which includes Attention, Retention, Reproduction, and Motivation. A qualitative approach is employed because this research aims to understand and explain complex phenomena in the context of teaching English to children.

Video Selection. The video to be analyzed is chosen considering its relevance to the research objectives. The video "How to teach Kids | from a Prague kindergarten, part 1 | English for Children" is selected because it contains content relevant to teaching English to children and covers the aspects to be investigated based on Bandura's theory. The video is highly popular and has been viewed over 3 million times.

Data Collection. In this study, various forms of data can be collected. The following explanations outline the data forms for each aspect:

Attention:

Observation Data: Notes on the use of engaging elements such as bright colors, captivating images, and enjoyable music in the video, as well as the reactions and expressions of children towards these engaging elements in the video.

Transcription Data: Text describing scenes or moments that capture the children's attention in the video.

Retention (Comprehension):

Transcription Data: Text describing the repetition of words and phrases in various contexts and situations that help strengthen children's comprehension and retention.

Observation Data: Notes on the use of visuals such as concrete objects and relevant images in the video to aid children in understanding and remembering the taught words.

Reproduction (Imitation and Modeling):

Transcription Data: Text reflecting the teacher-child interactions in the video, including examples of English word pronunciations and phrases by the teacher that can be imitated by the children.

Observation Data: Notes on the children's responses and participation in imitating and repeating each taught expression.

Motivation:

Observation Data: Notes on the children's facial expressions, active participation, laughter, and smiles that reflect a fun and interactive atmosphere in the video. Researcher's observation notes regarding the responses and interactions between the teacher and children that reflect motivation in the learning process.

Data Analysis. Data analysis was conducted through several steps. Firstly, the video was watched repeatedly to understand the context, communication strategies, and aspects to be analyzed. Next, relevant data such as using bright colors, captivating images, voices, teacher-child interactions, word repetition, role modelling, positive reinforcement, and others were recorded and analyzed using Bandura's theory as the analytical framework. The data was also saved in transcript form to facilitate further analysis.

Interpretation of Results. The analysis results were interpreted by comparing the findings with Bandura's theory, which includes the aspects of Attention, Retention, Reproduction, and Motivation. The relationship between the communication strategies in the video and Bandura's theory was explained and reinforced with relevant quotes or examples from the collected data. The interpretation of the results provided a deeper

understanding of how the communication strategies in the video can influence children's Attention, Retention, Reproduction, and Motivation.

Validity and Reliability. To ensure the validity and reliability of the research, steps such as data triangulation, detailed documentation of the analysis process, and researcher reflexivity were carried out. This helped ensure that strong and accountable data support the findings and interpretation of the research results.

RESULTS

In the video "How to teach Kids | from a Prague kindergarten, part 1 | English for Children," various effective communication strategies are implemented by a teacher in teaching English as a foreign language to children. Analysis based on Bandura's theory, which includes Attention, Retention, Reproduction, and Motivation, provides a deeper understanding of how the teacher successfully captures the children's interest, facilitates their comprehension, encourages learning through modelling, and motivates them to learn.

Firstly, in the aspect of attention, the teacher has successfully captured the children's attention through various engaging elements. The use of vivid and striking colors in the background, objects, and costumes used by the teacher and the children visually captures the children's interest. These bright colors create a pleasant impression and attract their attention from the beginning of the video.

In addition, the teacher uses attractive and relevant flashcards that correspond to the content being taught. The use of these flashcards helps illustrate the meanings of words and phrases being learned in a more visual and easily understandable way for children. For example, when introducing the word "red," a vibrant red object in the flashcard provides a strong and visually stimulating cue for the children.

Furthermore, using energetic rhythmic voices also plays a crucial role in capturing the children's attention. The use of energetic and content-adapted rhythmic voices makes the atmosphere lively and engaging.

Moreover, simple objects such as balloons also play an important role in retaining their attention. Children are naturally drawn to small, entertaining objects. In this video, the teacher utilizes a balloon as a prop for English teaching interaction. Through this object, children can feel involved and more focused on learning, as they have an object they can observe and associate with the material being taught.

Positive interaction between the teacher and the children also helps maintain the children's attention. The teacher shows excitement and enthusiasm in teaching and provides positive feedback on the children's participation. This signals to the children that they are engaging in something enjoyable and valuable, which in turn motivates them to remain focused and involved in the learning process.

Secondly, in the aspect of retention, the teacher employs various effective strategies to ensure comprehension and retention of the taught material by the children. One strategy used is the use of strong visuals. The teacher utilizes relevant concrete objects corresponding to the words being taught. For example, when introducing the word "balloon," the teacher presents an actual balloon to the children. This helps the children associate the word with the physical object they see, reinforcing their understanding of the word. Using relevant and context-appropriate images also provides additional visual support in their comprehension.

In addition, the teacher uses repetition of words and phrases in various contexts and situations. The teacher consistently repeats the taught words and phrases, both

verbally and through actions. This repetition helps children strengthen the connections between words and their meanings in their memory. Through repetition in different situations, such as using words in different sentences or in various games, children can expand their understanding of the usage of those words.

By utilizing strong visuals, such as concrete objects and relevant images, and through the repetition of words and phrases in various contexts and situations, the teacher successfully creates an effective strategy to ensure comprehension and retention of the taught material. In this regard, the teacher assists children in acquiring better English language knowledge and strengthening their connections between words and their meanings.

Thirdly, in the aspect of Reproduction, the teacher provides clear role modeling for children to imitate and learn English. The teacher in the video serves as a good example in pronouncing words and phrases correctly. The teacher articulates each taught word and phrase clearly, using appropriate intonation and clear pronunciation. Children are given the opportunity to imitate and repeat each expression, enabling them to refine their own pronunciation and intonation. In the video, the direct interaction between the teacher and the children allows the children to see and hear accurate examples, making it easier for them to imitate and improve their own pronunciation. The reproduction strategy used in this video creates an interactive learning environment that supports children's language growth.

Fourthly, in the aspect of Motivation, the teacher successfully creates a fun and interactive environment for the children. The teacher and the children are seen enjoying the learning process with enthusiasm evident through laughter and smiles on their faces.

The teacher provides positive reinforcement to the children through praise and recognition for their efforts and achievements. The teacher sincerely compliments the children when they successfully pronounce words correctly or actively participate in learning activities. This praise provides motivational encouragement to the children to continue striving and improving their English language abilities. Recognizing the efforts and achievements of the children also helps boost their confidence and motivates them to continue learning with enthusiasm. In this positive and motivating environment, children feel motivated to develop their English language skills happily.

DISCUSSION

The analysis of the communication strategies used by the teacher based on Bandura's theory, which includes Attention, retention, reproduction, and motivation, can be linked to theories of child learning, particularly social learning theory or learning through observation (observational learning).

Social learning theory or learning through observation was developed by Albert Bandura and suggests that children learn through observing and imitating the behavior of others. The results of the analysis of communication strategies in the video demonstrate alignment with this social learning theory.

In the aspect of Attention, the teacher successfully utilizes appealing elements to capture the children's attention, such as bright colors, interesting images, and enjoyable energetic voices. This is consistent with the social learning theory that emphasizes attention as the initial stage of the learning process. Children tend to be more interested and attentive to things that captivate their interest (Wulf & Lewthwaite, 2016). In the context of English language learning, the teacher uses

visually appealing elements such as bright colors and interesting images to captivate the children's interest and attention. Bright colors can create strong visual appeal, while interesting images can stimulate the children's curiosity (Mancini et al., 2022).

Additionally, the use of enjoyable energetic voices is also an effective strategy in capturing the children's attention. Such voices can create a positive, energetic, and entertaining atmosphere that captures the children's interest and attention. Children tend to be more open and responsive to learning when a pleasant and positive atmosphere is created through the use of enjoyable songs or voices (Wulf & Lewthwaite, 2016).

Children's attention can be directed to learning English more effectively using engaging elements. They become more open and responsive to the conveyed material because they feel interested and challenged by those engaging elements. This provides a strong foundation for further learning processes, where children can focus more on understanding and mastering English (Wulf & Lewthwaite, 2016).

Overall, through the use of bright colors, appealing images, and enjoyable, energetic voices, the teacher successfully captures the children's attention. This approach aligns with the principles of social learning theory that emphasize the importance of attention as the initial step in the learning process. By capturing the interest and attention of children through engaging elements, the teacher paves the way for children to actively participate and derive maximum benefit from the presented English language learning (Wulf & Lewthwaite, 2016; Mancini et al., 2022).

In the aspect of retention, the teacher implements the strategy of using strong visuals, such as concrete objects and relevant images. This approach aligns with the principles of social learning theory that emphasize the importance of using strong visual symbols and mental imagery in children's memory (Okuda et al., 2004).

The teacher uses concrete objects like balloons or real-life items to visualize the taught words. Children can connect the words with tangible physical representations by using concrete objects, helping them understand and remember the words better (Okuda et al., 2004).

Furthermore, using relevant images is crucial in building children's understanding and retention. Images relevant to the taught words help children visualize the meanings of those words. Children who see corresponding images can easily link them to the words and comprehend them better. This creates a strong association between words and their visual representations in children's minds (Okuda et al., 2004).

Repetition and using words in various contexts are also communication strategies applied to strengthen children's understanding and retention. In this video, words and phrases are taught through repeated repetition, both in the same and different contexts. This repetition helps consolidate children's understanding of those words, enabling them to easily recall and use them in different situations (Okuda et al., 2004).

Through the use of strong visuals, repetition, and the use of words in various contexts, the teacher successfully reinforces children's understanding and retention. This is consistent with the principles of social learning theory that emphasize the importance of using visual symbols and repetition in children's memory. By implementing these strategies, the teacher helps children build a strong foundation for understanding and remembering words in English language learning (Okuda et al., 2004).

In the aspect of Reproduction, the teacher provides clear role models for children to imitate and learn English. This approach is in line with the principles of social learning theory, which emphasizes that children learn through imitating the behaviors of others (Putro et al., 2022).

In this video, the teacher is a good example of pronouncing English words and phrases. The teacher clearly and elaborately demonstrates how to pronounce words correctly and provides accurate pronunciation as a model for the children. Children can see and hear proper pronunciation examples through clear role models, enabling them to imitate and repeat similarly (Putro et al., 2022).

Furthermore, the teacher provides opportunities for children to imitate and repeat each taught expression actively. Children are encouraged to follow the teacher in pronouncing English words and phrases with the correct pronunciation. This activity helps children experience and engage in the learning process, which allows them to acquire English language skills more effectively (Putro et al., 2022).

Through this approach, children can learn English naturally and imitate correct behaviors. They can engage in the learning process by following the given examples, thus enabling them to acquire better English language abilities. Principles of social learning theory, such as behavior imitation and the use of role models, are well-applied in this video, assisting children in learning English effectively (Putro et al., 2022).

In the aspect of motivation, the teacher successfully creates a fun and interactive atmosphere, which is a crucial factor in motivating children to learn English. Through positive interactions between the teacher and the children, the teacher creates an enjoyable environment for the children. This aligns with social learning theory, which emphasizes the importance of motivation in learning. Children are more likely to be motivated to learn when they feel happy, actively engaged, and experience pleasure in the learning process.

Research by Deci and Ryan (2000) supports the significance of intrinsic motivation in learning. Intrinsic motivation refers to motivation that comes from individuals' internal desire to learn and achieve goals. Factors such as excitement, curiosity, and personal satisfaction can act as driving forces for intrinsic motivation. In this video, the enjoyable and interactive atmosphere creates excitement and personal satisfaction for the children, enhancing their intrinsic motivation to learn English.

Moreover, positive interactions between the teacher and the children are also essential in building motivation. The teacher creates a supportive, warm, and confident climate for the children through positive interactions. Praising and acknowledging children's efforts and achievements provide a strong motivational boost. Children feel valued and inspired to continue making efforts and improving their English language skills.

Research by Hidi and Harackiewicz (2000) indicates that praising and acknowledging children can enhance their learning motivation. Specific and informative praise recognizing children's efforts and achievements can boost intrinsic and extrinsic motivation. In this video, the teacher offers specific praise and acknowledges children's efforts and achievements, which can enhance their motivation to learn English.

In social learning theory, motivation is important in directing behavior and enhancing learning outcomes. When children feel motivated, they become more enthusiastic and persistent in learning. The teacher successfully creates strong motivation through a fun and interactive atmosphere and praise and recognition for children's efforts and achievements. This strong motivation will encourage children to

continue participating, learning enthusiastically, and developing their English language skills.

Overall, the teacher effectively applies the principles of social learning theory, especially in the aspect of motivation. Through a pleasant atmosphere, positive interactions, and recognition of children's efforts and achievements, the teacher provides strong motivation for children to learn English. With high motivation, children will be more driven to develop their English language skills effectively and enthusiastically.

CONCLUSION

In the video "How to teach Kids | from a Prague kindergarten, part 1 | English for Children," the teacher implements various effective communication strategies to teach language. In conclusion, the teacher successfully applies various effective communication strategies to teach children language. The teacher captures children's attention through the use of engaging elements such as bright colors, relevant images, enjoyable, energetic voices, and positive interactions between the teacher and the children. Furthermore, the teacher ensures understanding and retention of the material through strong visuals, repetition of words and phrases in various contexts, and clear role models. The teacher also creates a strong motivation for children through a fun atmosphere, positive interactions, and recognition of their efforts and achievements. Thus, this video provides an effective approach to teaching English to children while considering the aspects of Attention, Retention, Reproduction, and Motivation.

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