

Audio Media

Definition: What is audio media?

Media communication that uses audio or recordings to deliver and transfer information through the means of sound. Examples of audio media are analog tape cassettes, digital CDs and DVDs, and computer files containing audio.

Analysis:

Strengths

- Audio media is very useful in developing the listening skills of students (especially for language learning).
- In studying a language it helps a great deal if the written text can be heard and thus pronunciation can become familiar to the learner
- Audio media nowadays is very easy to handle on mobile phones, thus a person can easily listen to audio lessons anywhere and anytime
- Audio books are a great help to many people

Weaknesses

- The majority of learners are visual, and thus audio media might not engage them as much

Opportunities

- Audio media can enhance the teaching process simply by making the class more diverse. Instead of the teacher reading out a text or dialogue from a book, the audio media can make it more engaging by:
 - o in case of a dialogue the characters can be differentiated by their voice (E.g. male voice and female voice)
 - o in case of any listening task, the audio media can convey background sounds and noises that make the listening task more entertaining, while enriching the process (E.g. a situation that takes place at a railway station we can hear the announcements in the background)

Threats

- As a result of the information revolution most people changed their media consumption preferences to motion media