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**VIDEO CLIPS AS NEW MEDIA APPLICATION
IN K-12 COMMUNICATIVE PROCESSES
(ON THE EXAMPLE OF ENGLISH LEARNING
ON CHINESE HIGH SCHOOLS)**

Master's Thesis

ABSTRACT

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ABSTRACT

Video clips are defined as any short videos of seconds or minutes in length that are shorter than the length of a traditional television program. In recent years, with the development and spread of communication technologies, video clips are becoming more and more popular all over the world and are considered a new way of communication.

The use of video clips or short films is nothing new in teaching and learning. Visually appealing videos help educators and students understand the meaning of the phenomenon in many ways. In the past few decades, video media has been used as a learning resource to improve English language learning. Video clips have been defined as a type of multimedia material, including oral and non-verbal presentations, that simultaneously display images, narration, and on-screen text. The continued growth of online video benefits educators as they gain access to a wide and ever-expanding range of topics. In recent years, the ratings of instructional videos have been rising. This shows that educators are using online video and its benefits.

More and more scholars and educators believe that due to rapid change and the impact of Internet technology and media consumption, today's younger generation is fundamentally different from the previous generation. Therefore, it is believed that rapid technological progress has changed the thinking abilities of students, and new teaching methods are required. Although researchers are slowly realizing the usefulness of online video editing in the classroom, research on the relevance of free online video editing is limited.

A large number of video clips available online creates new benefits in education. Online video is not only a place for amateurs to download materials but also a free resource center for teachers and students. The optimistic attitude and keen eye also clearly indicate that this generation of teachers considers online resources such as video clips to be important resources for facilitating the learning process. Video enhancement courses have the potential to be a very effective method of capturing the learning interest and enthusiasm of today's online generation.

The goal of this research is to use both theoretical principles of communication and education and experimental and analytical results to research and answer the specific questions of how video clips facilitate and interfere with English learning for high school students?

Keywords: Video clips, communication, multimedia material, learning process, chinese high schools.