

Edutainment Content in the Digital Age

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Abstract

This article reflects on the value of Edutainment in the digital era. It reflects on the versatility of Edutainment to encapsulate different types of products and different authors from large media groups such as National Geographic and Walt Disney to creative Edutainment authors such as Barack and Michelle Obama with the sole purpose of educating and amusing. The article report on different setting that Edutainment can operate from Tv documentaries, YouTube videos and digital story-telling to advanced video-gaming platforms. In the second part the article reflects on the pros and cons of Edutainment with further suggestions for its application in Education in the future. The author also explores some segments where Edutainment can contribute to vulnerable segments in the society by providing equal opportunities and adaptive learning modes based on the needs of the student.

Keywords: Edutainment, Tv, YouTube, gaming, vulnerable groups, digital age.