УДК 808.5:37.046.4

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THE ROLE OF ANIMATED VIDEOS IN ENHANCING PUBLIC SPEAKING EFFECTIVENESS

The paper examines how the current ability of creativity can authentically convey the technology-driven information to diverse audiences as well as explores its transformative impact on the presentation performances. The article gives a special emphasis on animated videos to testify their role in enhancing target audience's comprehension, clarity and overall experience. The authors focus on the two applications (www.renderforest.com and www.powtoon.com) that claim to be helpful examples of digital platforms to create funny and inspiring animated video scenarios as additional tools in making public speaking more engaging. On conducting a literature review and providing accounts of findings and analysis as well as peer-reviewed empirical studies on the problem in question, this paper explores how animated videos can engage audiences, reinforce key messages, explain abstract concepts, maintain attention, and establish a speaker's credibility.

Keywords: *animated videos, visualization of information, visual presentation, visual aids, public speaking, audience engagement, information conveying, message reinforcement.*

Introduction.

Video scenarios and data visualization tools prove to make presentation performances more vivid, interesting, and exciting. In the era of technological revolution with its giant leap towards advancement specifically in all spheres of human life, exploring the profound influence of electronic gadgets in educational sector comes to be a growing area for research and debate. In this regard, conveying information in an extraordinary way is coming to be crucial as it's getting more and more challenging for presenters to keep the audience interested, engaged and captivated.

Thus, one cannot help being creative to quickly convey fresh ideas and catch audience's attention without being aware of how to deal with a wide range of applications for information processing. In this regard, the ability to make funny explainer videos proves to be essential.

The article **aims** to analyze the key features of animated videos and examine their role in enhancing public speaking effectiveness via two relevant digital platforms.

Results and findings. Relevant theoretical frameworks and empirical research, as well as literature review (Berk, 2011; Carney & Levin, 2002; Hoffler & Leutner, 2007; Mayer & Moreno, 2002; Garner & Alley, 2013; Mayer, 2009, etc.) verify and explore how animated videos can influence audience engagement, message retention, concept comprehension, and speaker's credibility as well as reveal several key ways in which animated videos can enhance the effectiveness of public speaking presentations.

Background. Drawing on a comprehensive literature review employed in this study, theorists and researchers identify some trends and debates on investigating the role of animated videos in public speaking as well as suggest key guidelines to find a practical implementation of the issue in question. Among the ones they claim to be beneficial "engaging audiences" ranks

first. That is, animated videos can capture and maintain the audience's attention through their dynamic visual elements, such as movement, color, and visual metaphors (Berk, 2011; Carney & Levin, 2002). Studies have shown that audiences are more engaged and less likely to experience cognitive overload when exposed to animated visuals compared to static slides (Hoffler & Leutner, 2007; Mayer & Moreno, 2002).

According to Garner & Alley, "reinforcing key messages" (Garner & Alley, 2013) occupies the second position in this list. Strategically incorporating animated segments into a presentation can help speakers emphasize and reinforce their key points (Garner & Alley, 2013; Mayer, 2009). The third recommendation, as Berk, Hoffler & Leutner put it, is "to explain abstract concepts" (Berk, 2011; Hoffler & Leutner, 2007). Animated videos can be particularly useful for topics that involve complex or abstract ideas, as they help make these concepts more concrete and understandable to the audience (Berk, 2011; Hoffler & Leutner, 2007). Further they accentuate on "maintaining attention" and claim that "changing imagery and motion in animated videos can help sustain the audience's focus and engagement throughout the presentation, especially for longer speaking engagements" (Berk, 2011; Carney & Levin, 2002). Atkinson, Garner & Alley underline the importance "to establish credibility", arguing that "high-quality, professionally-produced animated videos can contribute to the speaker's credibility and authority (Atkinson, 2005; Garner & Alley, 2013). Smith (Smith, 2022) examined the effects of animated video content on speaker credibility and audience perception. The findings above-mentioned revealed that animated videos strategically integrated into presentations positively influenced target audience attitudes and enhanced speaker's persuasiveness.

Furthermore, a cross-cultural study by Li and Wang (Li & Wang, 2023) in China and Japan compared the use of animated videos in public speaking across different linguistic and cultural contexts. The researcher highlighted the universal appeal of visual storytelling through animated videos and its ability to transcend language barriers, thereby improving audience engagement and information retention.

Public speaking as all the other spheres of human life is constantly being transformed due to the challenges of our time. So, a modern speaker must be very flexible and at the same time – on the "same page" with the audience. Therefore, possessing technologies for transforming traditional ideas into modern catchy ones and their implementation will help a progressive speaker on the difficult way of increasing the effectiveness of the audience's perception of the material. Along with other types of information processing (interactive posters, interactive presentations, infographics, bright schemes, mind maps, etc.) animated videos play one of the leading roles as they have combined learning and entertaining effects.

Effective public speaking often requires the strategic use of visual aids to complement the speaker's verbal delivery. Public speaking proves to be a fundamental skill that is highly valued across a wide range of professional and academic settings. Effective public speakers not only deliver compelling verbal narratives, but also strategically incorporate visual aids to enhance the audience's understanding and retention of the information presented (Atkinson, 2005; Garner & Alley, 2013). In recent years, the increasing prominence of multimedia technology has led to the growing use of animated videos as a visual aid in public speaking contexts.

Furthermore, animated videos possess unique characteristics that differentiate them from traditional static visuals, such as slides or images (Rosenzweig, 2023). By leveraging the power of motion, color, and dynamic imagery, animated videos can captivate audiences, clarify complex ideas, and reinforce key messages in a memorable way (Berk, 2011; Carney & Levin, 2002). However, the specific mechanisms by which animated videos contribute to the effectiveness of public speaking presentations remain underexplored in the existing literature and frameworks. Speakers should consider incorporating animated videos into their presentations, particularly for topics that require visual explanations or have the potential to captivate the audience. However, it is crucial that the animated videos are well-designed,

relevant, and seamlessly integrated into the overall presentation to maximize their effectiveness (Garner & Alley, 2013; Mayer, 2009).

Making animated videos requires a creative approach and sometimes a lot of patience. Although, the process becomes easier if the presenter already has an idea, a script, and a lovely program that provides all possible chances not only to implement ideas, but make them alive (vivid). In accordance with the ideas formulated before, it appears to be conceivable to choose the preferable type of animated videos among the following: cartoons, 2D animation, 3D animation, CGI, whiteboard animations, motion graphics, stop-motion animation, kinetic typography, flipbook or stick-figure animation etc. (Lam, 2022). Correspondingly, it comes to be imperative to take into account some aspects among which the duration of the episode is likely to be pivotal. When choosing a length for an animated video, one should first consider the purpose of the video (if the latter is informational or promotional), as well as the target audience (the ones the video is intended for). Another thing to be mentioned in this context is to stick in mind that the video shouldn't be either short or long. The length of it shouldn't be more than three minutes, even better – about two. Otherwise, the audience stop being concentrated on the material and are getting tired. What is also essential in this regard is the well-chosen template or vivid characters.

As mentioned before, the choice of characters for animated videos should be driven by a deep understanding of the target audience, their preferences, and the specific goals the presenter aims to achieve with the content. By carefully selecting characters that resonate with the target audience, one can create animated videos that capture their attention, convey the message effectively, and leave a lasting impact. As a public speaker, choosing the right characters to make animated videos for different audiences can be a crucial aspect of creating engaging and effective content. The characters selected should resonate with the target audience and help convey the speaker's message in a compelling and relatable way. For a young audience characters should be colorful, playful, and relatable animated such as animals, superheroes, or characters that represent the target age group.

Young audiences are often captivated by vibrant, expressive characters that they can easily identify with. Choosing characters that appeal to their interests and imagination can help keep them engaged and interested in the content. For a professional or business audience it's preferable to choose minimalistic, modern, and professional-looking animated characters or some abstract representations. Professional audiences tend to respond well to clean, sophisticated, and visually appealing characters that convey a sense of authority and expertise. Avoiding overly childish or whimsical characters can help maintain a serious and credible tone for the content. For a general adult audience characters might be diverse, relatable, and representative of different demographics and backgrounds.

A general adult audience is typically more diverse in terms of age, gender, and cultural backgrounds. Choosing a range of characters that reflect this diversity can help ensure that the content resonates with a broader audience and feels inclusive. For a specific cultural or ethnic audience, one needs culturally relevant characters able to represent the target audience's ethnic or cultural heritage. When addressing a specific cultural or ethnic audience, using characters that visually and culturally represent them can help create a deeper sense of connection and reliability, making the content more engaging and meaningful.

For a technical or specialized audience, it's necessary to give preference to minimalistic, informative characters, and those focused on conveying technical concepts or information. Technical or specialized audiences often respond better to characters that prioritize clarity and the effective communication of complex ideas over visual appeal or entertainment. Keeping the characters simple and focused on the content can help ensure that the message is conveyed effectively.

Animated videos are mostly recognized as short films including moving images and dramatic changes from one image to another and the speaker is free to use them in accordance

with the goals he sets. One can use these animations for storytelling, educational purposes, advertising, etc. without even having any special education or taking preparatory courses. The speaker doesn't need to have any special preparation or ready-made skills to make such videos. Vice versa, all one needs is to choose a suitable app, get an idea and a desire to share a piece of information with while making an effective video episode.

Nowadays, on the Internet, there are many apps promising to help presenters make an animated video quickly and easily. But not all of them are really easy to use. Many don't allow to share or download the video one has created, or require special preparation. Nevertheless, among the programs we'd like to point out two apps we have been using in our professional sphere for more than two years. The first platform is www.renderforest.com. Render forest is thought to be an all-in-one branding platform offering users the best online tools to create not only high-quality videos, but also graphic designs, logos, mockups, and websites with minimal time and effort. This app provides the ability to bring the story to life, to explain a difficult grammar phenomenon in a funny way, to make an exciting ad of any upcoming event etc. There are a lot of free templates there giving all possible opportunities to make various content. Free accounts allow presenters to create an unlimited number of 360p videos up to 3 minutes long, 500mb storage. There is one more advantage there – a ready selection of music tracks in different music styles, from modern ones to classical music compositions (not many but enough to choose from), and an ability to download your own ones. The only thing one needs is to follow the instructions (if needed of course) for adding backgrounds, images, and music or one's own recordings to create awesome video episodes. A well-chosen background, characters, pictures, scenes, music will be a key to the successful presentation. After publishing the video, one is able to use the links provided to share or download to the computer in mp4 format. In case one needs to make any corrections in the videos, one could do it any time in the program profile.

The other app to make one's presentation vivid is www.powtoon.com. Powtoon is an online platform for creating short video presentations (Edwards, 2022). Its name came from PowerPoint and cartoon. This tool also offers us to use a wide selection of ready-made templates. The program is available online, and it's easy to get accessed. That is a great tool for those dealing with creative information conveying, for example, in lecturing or teambuilding. In addition, it's a really powerful way for people to express themselves in a more creative way. The program is full of images and videos that can be used to personalize the end result. The video episode can be created without taking too much time and without a big learning curve. The Powtoon videos can be used both in the presentation itself, and also as a resource to be shared for viewing outside presenting time. It's easy to start: just one should pick the type of video (animated, explained, whiteboard presentation etc), select from a wide pick of templates to edit and personalize as one needs. Another tip is to begin with scratch and build using the simple tools to mold the unique presentation. Freedom to edit is awesome, with the ability to add images, texts, animations, stickers, videos, transitions effects, characters, props, borders, music tracks etc. It's all available quickly or one can search to find even more options to suit specific needs.

In both programs mentioned above one can upload his own media (images, voiceovers, videos, and GIFs) to make a project personal. This could be a great opportunity for speakers to present an experiment or a personal body of work. One more important feature – any time in both apps the presenter is free to come back to his project to make any corrections, to make it more perfect.

Conclusion. Being a good presenter means being on the same page with your audience, developing skills, learning new programs of information processing in order to be able to make people interested in the material the presenter shares, and stimulate them to do what he wants. And the more ways of information processing one is able to use in the process of information conveying the more successful they are as speakers. The visual representations in the

animations can complement the spoken narrative, creating a more memorable and impactful learning experience for the audience. The dynamic visuals can transform intangible concepts into relatable metaphors or models, facilitating comprehension. This can be particularly beneficial for audiences with shorter attention spans or those prone to cognitive fatigue. Polished visuals demonstrate that the speaker has invested time and effort into crafting an impactful, well-designed presentation, which can positively influence the audience's perception of the speakers and their message. Future research should further explore the specific mechanisms by which animated videos influence audience perceptions, comprehension, and retention in public speaking contexts. Empirical studies comparing the effectiveness of animated videos to other visual aid formats, as well as investigating the impact of different animation styles and production quality, would provide valuable insights to guide best practices in public speaking.

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Стаття надійшла до редакції 17.04.2024

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РОЛЬ АНІМАЦІЙНИХ ВІДЕО У ПІДВИЩЕННІ ЕФЕКТИВНОСТІ ПУБЛІЧНИХ ВИСТУПІВ

Стаття досліджує роль анімаційних відео у підвищенні ефективності публічних виступів. Розглядаються теоретичні основи та емпіричні дослідження, що розкривають, як анімаційні відео можуть впливати на залучення аудиторії, запам'ятовування повідомлень, розуміння складних концепцій та авторитетність доповідача. Також розглядаються дослідження у сфері української та зарубіжної лінгвістики, які вивчали вплив анімаційних відео на ефективність публічних виступів.

Публічні виступи постійно трансформуються через виклики часу, тому сучасний промовець повинен бути гнучким та використовувати різноманітні способи подання інформації, щоб зацікавити аудиторію. Анімаційні відео займають одне з провідних місць серед засобів обробки інформації, поєднуючи навчання та розваги. Автор детально описує особливості створення анімаційних відео, зокрема його тривалість, вибір шаблонів та персонажів. Також рекомендуються дві платформи для створення анімаційних відео – Renderforest та Powtoon, які дозволяють легко генерувати різноманітні відеоролики без спеціальної підготовки. У дослідженні підкреслюється, що візуальні репрезентації в анімаціях можуть доповнювати усну розповідь, створюючи більш захоплюючий та інформативний досвід для аудиторії. Анімовані елементи дозволяють: посилити розуміння, привернути увагу, спростити сприйняття, підсилити емоційний вплив, покращити запам'ятовування. Візуальні образи в анімаціях можуть ефективно пояснювати складні концепції та допомагати аудиторії краще зрозуміти ключові ідеї. Динамічні, яскраві анімації привертають увагу аудиторії та допомагають утримувати її протягом виступу. Анімовані зображення можуть спростити подачу інформації, роблячи її більш доступною та легкою для сприйняття. Анімації можуть доповнювати усну розповідь візуальними метафорами чи символами, посилюючи емоційний відгук аудиторії. Поєднання візуальних та вербальних елементів у анімованих презентаціях сприяє кращому запам'ятовуванню інформації аудиторією. Таким чином, дослідження підкреслює, що ефективне використання анімованих відео може значно підвищити ефективність публічних виступів, особливо в україномовному контексті. Динамічні візуальні образи можуть перетворювати нематеріальні концепції на зрозумілі метафори чи моделі, полегшуючи сприйняття матеріалу. Це особливо корисно для аудиторій з короткотривалою увагою чи схильної до когнітивної втоми. Якісні візуальні матеріали також демонструють, що доповідач доклав зусиль для створення впливової та добре розробленої презентації, що може позитивно вплинути на сприйняття аудиторією його повідомлення та авторитетність. Стаття закликає до подальших емпіричних досліджень щодо впливу анімаційних відео на сприйняття, розуміння та запам'ятовування аудиторії під час публічних виступів. Порівняння ефективності анімаційних відео з іншими форматами візуальної допомоги, а також вивчення впливу різних стилів анімації та якості виробництва, можуть надати цінні рекомендації для кращої практики публічних виступів.

Ключові слова*: анімаційні відео, візуалізація інформації, візуальна презентація, візуальні засоби, публічні виступи, залучення аудиторії, передача інформації, підкріплення повідомлення.*