

Multisensory Approach of BBC's Program Muzzy in Teaching Foreign Languages to Young Learners

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ABSTRACT

A multimedia program Muzzy is a linguistically recognized and multiple award-winning program for teaching and learning foreign and second languages, developed by The British Broadcasting Company (BBC). It has been originated from an animated movie entitled Muzzy in Gondoland (1986) and its sequel Muzzy comes back. In spite of these movies' initial aim to teach exclusively English language, due to their remarkable success in young learners' English language acquisition, the movies have been redesigned into an educational program shortly entitled Muzzy. Nowadays, it is used for teaching not only English, but also many other languages worldwide. The essence of Muzzy lies in its entertaining and multisensory approach to language teaching and learning, presenting the linguistic items in meaningful context and stress-free environment. The research paper focuses on the way this program operates in terms of its main concept, and the analysis of the program's linguistic and cognitive aspects and components, as well as how the program deals with some common acquisition barriers.