Projects on Islamic Edutainment and Islamic Systems

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19. CHALLENGES OF ISLAMIC EDUTAINMENT AND SYSTEMS

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ABSTRACT

This chapter reports on the challenges of Islamic edutainment and system, in terms of the concepts and purpose of edutainment and systems in Islam, meaning of interesting, human capacity, knowledge and skills in the subject matter and content, content development, creativity and continuity, Islamic interpretations and worldview, cost and budget with return on investment, interactivity with consideration of moderator’s role inviting explorations and adventures, absence of proper syllabus or training for designing an Islamic edutainment product; software piracy: download without copyrights protection especially with the availability of YouTube; lack of initiative in the commercialization of ideas; and the short-life span of an animation. Recommendations include establishment of criteria, human capacity building, good references as content, and initiatives for commercialization.

19.1 Introduction

Islamic edutainment ranges from TV programs, multimedia courseware, animated series or cartoons, songs, dramas and movies built upon Islamic concepts and principles with educational objectives. Companies that promoted Islamic edutainment include TV Al-Hijrah (Malaysia) and Harf Information Technology Company (International, Egypt-based).

Target audiences have always been the kids assumed to be at the fragile age easily influenced by what they see and experience, teenagers perceived as trying to be independent in leading their life and adults who felt that they have sound judgments. In it is not matter of knowing what