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## As An Effective Teaching Tool for Teachers

- Captures students' attention and generates interest and motivation in learning new topics
- Makes abstract and conceptual topics more understandable
- Presents new material and elicits responses in an interactive and compelling way
- Integrates multimedia to enhance teaching and social learning, caters to different learning styles, and facilitates discussion
- Creates space for meaningful listening, participation, and meaning-making
- Teaches the value of emotional rhetoric

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## As An Effective Learning Tool for Students

- Aids comprehension of difficult material and retention of information
- Stimulates creativity and provides opportunities to showcase work
- Fosters collaboration, feedback, ownership of learning, and accomplishment
- Facilitates construction of knowledge and acquisition of multiliteracies in the digital era
- Develops information analysis, synthesis, evaluation, and organization skills
- Enhances communication skills, self-expression, and resourcefulness using information-rich content

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