PERSUASIVE MATERIALS CREATOR WITH PODCASTING

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Abstract: Presentations are the most universal visual medium for communications in business today. Modern organizations are constantly learning and generating more knowledge. And in a dynamic workforce, it's vital to capture that knowledge in a form that can easily be shared with others. In the quickly-changing world of content marketing and inside sales, rapid creation of engaging content is critical to success Application makes it easy for anyone to add interactivity and narration to PowerPoint slides. Just click a button to turn your presentation into a compelling Flash course. With Application, you'll not only look great, you'll have the power to create real change. You'll get attention and inspire learning with easy-to-use features that you won't find in other programs, such as:

- Editing and organizing features.
- Programming features.
- Interactivity features.
- Performance tuning and playback features.
- Delivery, cross-platform, and Internet playability features.
- Quickly distribute highly interactive, persuasive materials
- Help subject-matter experts share their expertise directly
- Spread your message everywhere in a format everyone can view
- Support for both on-demand and live webcast modes
- Both video- and audio-narrated presentations supported with easy authoring tools
- Slide animations faithfully preserved.
- Animated annotations that highlight important points
- Clear, crisp images and video
- Multi-level navigation and branching
- Embedded live web pages and other objects
- Multiple publishing options, including Flash, Word, CD and podcasts
- Clickable chapters make it easy for viewers to navigate long-form material.
- Dynamic footnotes provide reference links and further explanations of material.
- Searchable transcripts help viewers go directly to relevant topics.
- Language translation options support global audiences.
- Presentation slides can be easily updated or swapped, even after publication.

1.INTRODUCTION

Publishing is the process of production and dissemination of literature or information — the activity of making information available to the general public. In some cases, authors may be their own publishers, meaning: originators and developers of content also provide media to deliver and display the content for the same.

Traditionally, the term refers to the distribution of printed works such as books (the "book trade") and newspapers. With the advent of digital information systems and the Internet, the scope of publishing has expanded to include electronic resources, such as the electronic versions of books and periodicals, as well as micropublishing, websites, blogs, video games and the like.

Publishing includes the stages of the development, acquisition, copyediting, graphic design, production – printing (and its electronic equivalents), and marketing and distribution of newspapers, magazines, books, literary works, musical works, software and other works dealing with information, including the electronic media.

It is sometimes useful to add animated sequences to a prototype to demonstrate interaction.

A **podcast** is a type of digital media consisting of an episodic series of audio radio, video, PDF, or ePub files subscribed to and downloaded through web syndication or streamed online to a computer or mobile device. The word is a neologism derived from "broadcast" and "pod" from the success of the iPod, as podcasts are often listened to on portable media players. In the context of Apple devices, the term "Podcasts" refers to the audio and video version of podcasts, whereas the textual version of podcasts is classified under the app known as Newsstand.

A list of all the audio or video files currently associated with a given series is maintained centrally on the distributor's server as a web feed, and the listener or viewer employs special client application software, known as a pod catcher, that can access this web feed, check it for updates, and download any new files in the series. This process can be automated so that new files are downloaded automatically. Files are stored locally on the user's computer or other device ready for offline use, giving simple and convenient access to episodic content. In this way it is contrasted to webcasting (Internet streaming).

The "Intelligent tutoring system" research community uses the term **authoring system** to refer to a computer based system that allows a general group (including non-programmers) to create (or author) content for intelligent tutoring systems. While a few intelligent tutoring systems have been successfully created, they are very costly to construct.

In the development of educational software, an Authoring System is a program that allows a non-programmer to easily create software with programming features. The programming features are built in but hidden behind buttons and other tools, so the author does not need to know how to program. Generally Authoring Systems provide lots of graphics, interaction, and other tools educational software needs.

An authoring system usually includes an authoring language, a programming language built (or extended) with functionality for representing the tutoring system. The functionality offered by the authoring language may be programming functionality for use by programmers or domain representation functionality for use by subject experts. There is overlap between authoring languages with domain representation functionality and domain-specific languages

2. LITERATURE SURVEY

Flash is frequently used to add streamed video or audio players, advertisement and interactive multimedia content to web pages, although usage of Flash on websites is declining.

Flash manipulates vector and raster graphics to provide animation of text, drawings, and still images. It allows bidirectional streaming of audio and video, and it can capture user input via mouse, keyboard, microphone and camera. Flash applications and animations can be programmed using the object-oriented language called Action Script. Adobe Flash Professional is the most popular and user-friendly authoring tool for creating the Flash content, which also allows automation via the JavaScript Flash language (JSFL).

Interactive media is related to the concepts interaction design, new media, interactivity, human computer interaction, cyber culture, digital culture, and includes specific cases such as, for example, interactive television, interactive narrative, interactive advertising, algorithmic art, videogames, social media, ambient intelligence, virtual reality and augmented reality.

Interactive media are an instance of a computational method influenced by the sciences of cybernetics, autopoeisis and system theories, and challenging notions of reason and cognition, perception and memory, emotions and affection.

Multimedia is media and content that uses a combination of different content forms. This contrasts with media that use only rudimentary computer displays such as text-only or traditional forms of printed or hand-produced material. Multimedia includes a combination of text, audio, still images, animation, video, or interactivity content forms.

Multimedia is usually recorded and played, displayed, or accessed by information content processing devices, such as computerized and electronic devices, but can also be part of a live performance.

Multimedia devices are electronic media devices used to store and experience multimedia content. Multimedia is distinguished from mixed media in fine art; by including audio, for example, it has a broader scope. The term "rich media" is synonymous for interactive multimedia. Multimedia presentations may be viewed by person on stage, projected, transmitted, or played locally with a media player. A broadcast may be a live or recorded multimedia presentation. Broadcasts and recordings can be either analog or digital electronic media technology. Digital online multimedia may be downloaded or streamed. Streaming multimedia may be live or on-demand.

A podcast is a type of digital media consisting of an episodic series of audio radio, video, PDF, or ePub files subscribed to and downloaded through web syndication or streamed online to a computer or mobile device. The word is a neologism derived from "broadcast" and "pod" from the success of the iPod, as podcasts are often listened to on portable media players.

Since the spread of the internet and the use of Internet broadband connection TCP, which helps to identify different applications, a faster connection to the internet has been created and a wide amount of communication has been created. Video podcasts have become extremely popular online and are short clips of video, usually part of a longer recording. Video clips are being used on pre-established websites and more and more websites are being created solely for the purpose of video clips and podcasts. Video podcasts are being streamed on intranets and extranets, private and public networks, and taking communication through the internet to whole new levels

Sharable Content Object Reference Model (**SCORM**) is a collection of standards and specifications for web-based e-learning. It defines communications between client side content and a host system (called "the run-time environment"), which is commonly supported by a learning management system. SCORM also defines how content may be packaged into a transferable ZIP file called "Package Interchange Format.

3. METHDOLOGIES

3.1 MULTIMEDIA LIBRARY

In this module we can select whatever is needed for us because it will be having all the information which is 3d objects and also sound option, it is having some prebuilt templates which ready mate, so by seeing that we can use that where ever it is needed for candidate. It is also having the materials of book and videos, movies and sound recordings it is also called hybrid library. In this module we have an option like whatever the candidate is required he can choose that.

WIZARD BASED

This application is developed in such a manner that so by seeing that we can manage anything which is easily, means here we have some option which is

providing the proper information that simple way where everyone can understand that and they can manage them business and also they implement them thoughts by seeing this.

VIDEO

It is an electronic medium which we are using for recording ,copying ,playback ,and in this application we have updated the software which will support all the types of the video which can play, and also we can use this application in any operating system so where it can be opened easily.

FLASH

This module we are using in the presentation time, so whenever we need to give an any type of the presentation like ppt presentation are project presentation, business presentation we can use this because we have storing option is their in module which can store and we can use this one in the presentation.

RECORD AND SYNC NARRATION

Using this we can easily record the sounds and also we can record the some important news which is usable for us, we can listen any time when we are free, by using this if we have gone to any conference which is very important so by seeing that function we can record the sound, if that conference meeting is use full we can record that, it will be very help full for the students so they can

be use this one for them project presentation or preparation.

PUBLISHING

Different ways of publish option is available eg CD, podcast, web etc, even SCROM format is followed. As I have written in the above we can publish that one in the form of cd's and podcasting, by using this we can come to know and we can use this one wherever is needed and by helping of that information we develop our own web sites. Now a days internet facility is more and using peoples are also more so we can easily publish our application are web site this is the one way were we can publish.

3.2 CUSTOMIZABLE

In this module candidate or user can change the color and logo, layout and maps however is needed based on his requirement and here we attached some logos where he can use that. Some rules he need to fallow that to change this and also can change his color of his buttons .

MULTIMEDIA

Multimedia can be integrated inside the presentation, user can design anything eg quiz, videos, flash etc... by using this we can use any thing and also it is having videos and flash so we can open anything which is needed for us.

BRANCHING

We are using this one for project presentation for the purpose of biniding means if we need to join the application of two files we can using of this one we can be easily join. So if we need to do any work or any modification we can easily do this.

3.3 EFFECTS

This module is proving the effects which is having some shadow of the codes and also some pictures to attract to them because by seeing this it will be look good also it is having of some patterns of the file, here we have some application which is help us to provide an shadow which is needed

PREVIEW

This module is use to check the information before broadcast publishing user has to check the preview of the content authored so if in need to make any changes to the content which user is publishing also if we any error occur he can come to know that.

ORGANIZE

In this type of module the user has to organize the set of information in an order for which the content is use in future use, so that we have to organize the content accordingly means we can arrange this in proper format which is needed to us.

POWERPOINT

This one will be help to us for give the presentation which is, if we are going to do

any project we can explain to the client, that it will be come in this format and by seeing that we can attract to the client . and also we can use this one for research time. Basically it is used for us to give the presentation and we can attract to them. This is also one way of giving presentation.

4.RESULT

This application provide an information for candidates who wants to learn something from others, so by using this he can get the information through online because every thing is available in this, and also we can see the live telecast also. Our application using the client sit in one place and he see also he can do his work also.

5. CONCLUSION

The different modules of the project are complete enough to manage and handle the overall process of creating and publishing contents with the most sophisticated tool.

A learning management system (LMS) is an effective way to deliver your online training. And with the right LMS, you'll open all kinds of opportunities for success, whether that's improved job performance due to more efficient training methods or increased employee morale due to the interaction through social learning.

Check out these 5 benefits to using an LMS to deliver your e-Learning content:

1. **Get flexible access to training materials.**

   Distributing training resources

though an LMS allows your learners to access resources whenever they need to during training. It's also convenient for learners in different locations, allowing everyone access to the same training materials at any time.

2. **Interact with your learners.**

An LMS allows you to check in with your learners to see how they're doing with course content. It encourages question and answer communication between instructors and learners, which is especially important in online training when you're not always learning face-to-face.

3. **Make your online training engaging.**

Using an online LMS to deliver online training allows you to structure training with a balance

of informal and formal learning. You can also use your LMS to increase communication and collaborative learning through discussion.

4. **Go social with your content.**

Many LMSs provide the opportunity to join the social learning trend. You can build an online community and encourage interaction with your learners. LMS lets you share content on social media so the public can access your content too.

5. **Collect course data**

This is a great way to get feedback on the content you're using for online training, so you can see what works and what could be improved for next time. LMSs will provide data in graphs, charts or tables for easy viewing.

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