

"Why I Like Preschool" features a group of preschool students sharing their thoughts on what they enjoy about their time in preschool. The purpose of this video is to capture the authentic and candid perspectives of young children, showcasing their excitement and the positive aspects of early childhood education. By asking simple questions like, "What do you like about preschool?", the video serves as a tool to communicate the benefits and joys of preschool in a relatable, engaging, and heartwarming way. This video is used in settings like preschool orientation events, parent-teacher meetings, educational promotions, and training materials for early childhood educators. It is also used on school websites or social media channels to highlight the positive aspects of their programs. By highlighting the enthusiasm of children, it helps prospective parents or caregivers understand the value and joy that preschool can bring to their child's development. The target audience for this video is primarily parents, caregivers, and prospective families who are considering enrolling their children in preschool. Secondary audiences could include early childhood education professionals who are interested in understanding the emotional and social impact that preschool has on young children. The video is crafted to connect with these viewers emotionally, using the innocence and joy of preschoolers to convey the fun and educational experiences that are often central to early childhood programs. In terms of supporting effective communication, the video is highly effective due to its straightforward yet powerful use of childlike expressions. The simplicity and honesty with which the children speak about their favorite parts of preschool (whether it's playing with friends, learning new things, or enjoying arts and crafts) create an authentic narrative that resonates with adults. This type of video makes it easier for parents to envision their own children in such an environment, fostering a sense of reassurance and excitement about enrolling their children in preschool. The outcomes achieved by this video are multi-faceted. First, it serves to positively influence prospective parents' perceptions of preschool, encouraging them to consider enrolling their children. By showcasing the happy, natural responses of children, the video conveys that preschool is not only educational but also a fun, nurturing environment for young learners. Second, the video fosters a sense of community and connection between the preschool and families. It emphasizes the values of socialization, creativity, and learning-key elements of early

childhood education-that are fundamental in shaping a child's development during their formative years. Overall, this video effectively communicates the joys and benefits of preschool, creating a sense of trust and excitement among parents while also offering an authentic portrayal of what preschool is like for young children.