

New video series teaches how to negotiate the world of academia

In partnership with the Stellenbosch University Language Centre and A Blind Spot Productions, Oxford University Press Southern Africa has created a smart new video series as part of a campaign to help students learn more effectively and equip lecturers to teach better - how to negotiate the world of academia.

The videos cover the cornerstones of academic practice such as Bloom's Taxonomy in the first video launched last year, and assignment writing, referencing and note taking in a newly-launched trio.

The series follows the story of three students, each facing their own academic difficulties and learning to #studysmart.

Each video uses a unique, thematic approach to contextualise its subject matter: whether it's turning assignment writing into a hyper-stylised video game challenge, or portraying the process of managing references by personifying source material as guests at a dinner party. Each theme adds an element of surprise and humour to engage students - while seamlessly illustrating how to do each of the study activities. To ensure the students' learning is entrenched, each video is also accompanied by a visually appealing set of PDF notes.

The video series combines poignant content with stylish delivery and results in the best of both worlds, something that's both educational and entertaining. Lecturers and students will be sure to benefit.

Discover Professor Bloom's adventures and learn with Chris, Lloyd and Litha at [Learnhow.oxford.co.za](https://www.learnhow.oxford.co.za).

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