



GREEN

AGRITAINMENT

2024-1-IE01-KA220-VET-000254134

MODULE 2, LESSON 2

HUMOR AS AN EDUCATIONAL AND COMMUNICATION STRATEGY IN AGRITOURISM



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INTRODUCTION



**LEARNING = EXPERIENCE
+ EMOTION**

**COURSE OBJECTIVES: WHY USE HUMOR?:
INTEGRATING COMEDY INTO EDUCATIONAL
CONTEXTS: RECOGNIZING FORMAL AND
INFORMAL LEARNING.**



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**FUN = SHIFTING
ATTENTION** 



01

**LATIN ETYMOLOGY:
DIVERTIRE → "TO MOVE"**

02

**HUMOR REDIRECTS THE
GAZE**

03

**GUIDED ATTENTION TO KEY
CONTENT**



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COMIC TECHNIQUES



UNEXPECTED CONTRASTS

Attention-grabbing surprise.

EXAGGERATIONS

Emphasize to entertain.



SURPRISING MEANINGS

Unexpected new interpretations.

SHORT COMIC INTERRUPTIONS = RENEWED FOCUS

Short breaks that renew focus.



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PRACTICAL APPLICATIONS

01

TASTINGS AND GUIDED TOURS

Accompanied by the sale and storytelling of the products

02

EVENTS ON THE FARM

Fun activities related to food.

03

ONLINE COMMUNICATION

Short and immediate comedy online.

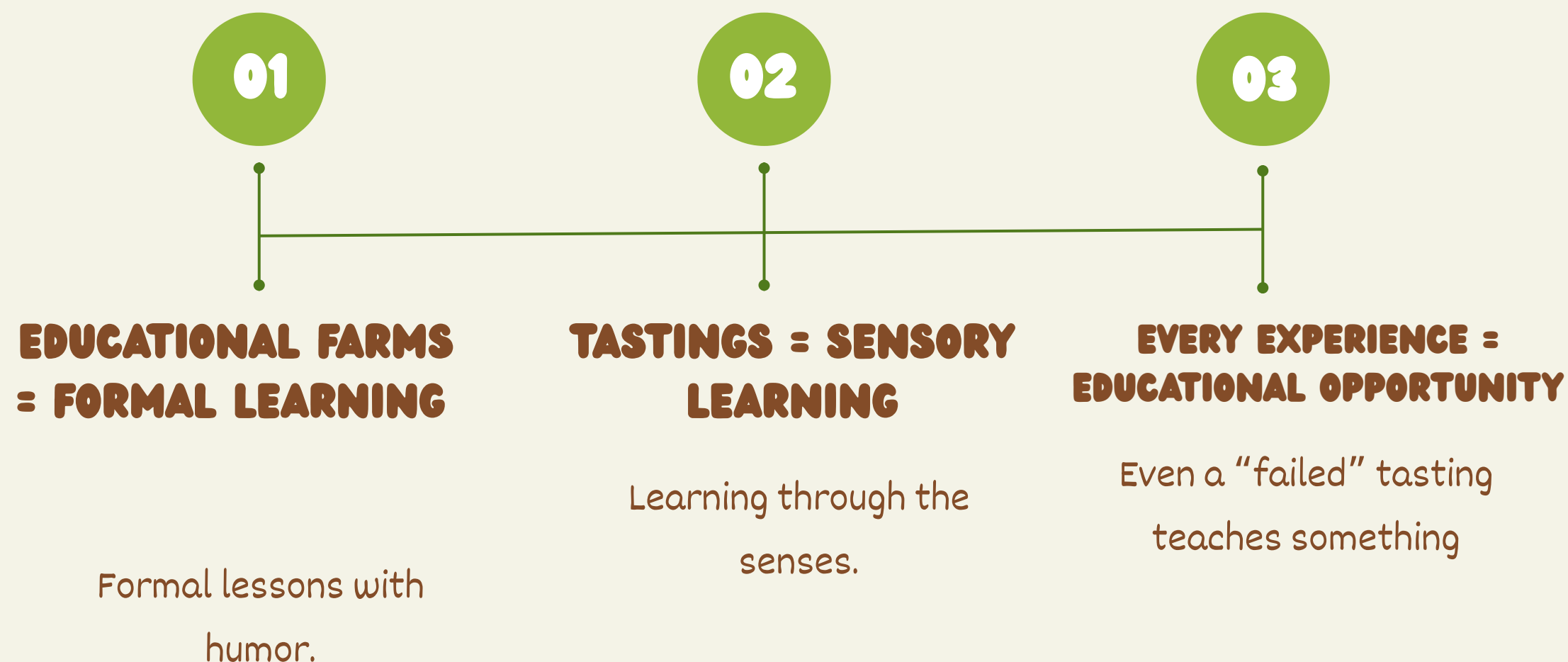


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EDUCATION IN AGRITOURISM



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CONCLUSIONS

**FARM HOLIDAYS ARE ALWAYS
EDUCATIONAL**

**HUMOR = CAPTURING AND DIRECTING
ATTENTION**

MORE NATURAL AND ENJOYABLE LEARNING



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Green Agritainment: VET strategies for Edutainment in European Agritourism.

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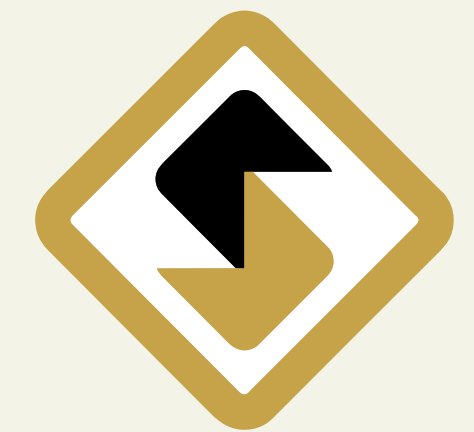


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UNIVERSITY OF GALWAY