NEWS

By Joe Connor

The news columns of the CJEC are written with two objectives in mind. The first is to keep our readership informed of significant events and happenings in educational communications in Canada. The second objective is to provide news of tools for professional development. Books, articles, periodicals, conferences, and courses will be briefly cited to encourage you to deepen your understanding of your profession and to expand your perspective as an educational communicator.

NEWS:

PER 5 Catalogue

The fifth edition of the Professional Education Resources Catalogue of the University of Alberta, Faculty of Education is available. This catalogue lists 250 programs on videotape for professional development, in-service or pre-service work with teachers. The Faculty of Education will dub copies of these materials on to videotapes sent to them. A $15.00 dubbing fee is charged for non-Alberta institutions.

Contact: Mrs. Pat Pasos,
Audiovisual Media Centre
B117 Education North
The University of Alberta,
Edmonton, Alta. T6G 2G5

The National Film Board announces publications of a new handbook for teachers of English as a Second Language (ESL) to use with classes of new Canadians. *Teaching English as a Second Language with the aid of selected films* was prepared by Inger Smith, an experienced Edmonton ESL teacher. The 20 lessons in the handbook are designed to be used with existing NFB films. Copies of this teaching handbook are available from NFB offices across the country.

The National Film Board is currently producing a series of three 5 minute films specifically designed to facilitate the development of visual literacy skills among children four to eight years old. The three films, *Telling Texture, How Does Your Body Speak,* and *Sequence and Meaning* will have accompanying teacher's guides and a suggested list of activities.

The Encyclopedia Britannica Educational Corporation is looking for original course ware compatible with Apple, Atari, PET, and TRS-80 models II & III microcomputers. If you have original educational software, contact:

Tom Creevy, Marketing Manager,
Computer Assisted Instruction,
Encyclopedia Britannica Educational Corporation,
425 N. Michigan Avenue,
Chicago, Illinois 60611

Authors and publishers of software for Radio Schack TRS-80 microcomputers are invited to submit listings for an educational software directory. For information, write to

TRS-80 Educational Software Sourcebook
Radio Shack Education Division
400 Tandy Atrium
Fort Worth, Texas 76102

An organization to link colleges and university media centre managers in the North West United States and Western Canada is being established. College or university media directors in British Columbia, Alberta, Alaska, Idaho, Montana, Oregon and Washington are joining together to form the North West College and University Council for Management of Educational Technology. For further information about NW/MET write:

D. Paul Morris,
Dept. of Communications Media
SS104C University of Calgary
25 University Drive, N.W. Calgary, Alta. T2N 1N4

COMPUTER NEWS

By Rick Kenny

This column originated as a result of both Microcomputers In Education SIG meetings and a CJEC meeting at the AMTEC conference held last June in Winnipeg. It is intended mainly to be a vehicle for informing members of current happenings on the Canadian computer education scene (with the occasional international tidbit thrown in!). The items in this inaugural column have been gleaned from conversations with people in the field in Alberta and from various magazines and newsletters such as The Computing Teacher, the ECOO Newsletter, and EDUBUS (the Alberta AEDS newsletter). As such, the Alberta news is the most current. Hopefully, this can be rectified in future columns with input from you, the concerned reader and contributor. Please forward news items to either:

Mr. Ron Eyre
Wellington County Board of Education
500 Victoria Rd. North
Guelph, Ontario
N1E 6K2

or

Mr. Rich Kenny
Media Services Group
Calgary Board of Education
3610 9th St. S.E.
Calgary, Alberta
T2G 3C5

The 16-BIT C.P.U. Arrives

Several computer firms are now marketing microcomputers which incorporate the 16-bit C.P.U. (Central Processing Unit). This includes such machines as the Tandy (Radio Shack) Model 16, the N.E.C. (Nippon Electronic Corporation) APC or Advanced Personal Computer, the Olivetti M20 Personal Computer, and the DEC (Digital Equipment Corporation) Rainbow 100. The latter (Rainbow 100) uses both an 8-bit C.P.U. and a 16-bit C.P.U. and has an operating system which has the capability of determining automatically whether the 8- or 16-bit processor should be invoked with a particular program. The reasoning behind the introduction of the 16-bit C.P.U. (besides marketing advantages) is two-fold: (1) to increase the amount of RAM (Random Access Memory) that can be directly accessed by the C.P.U. and (2) to speed up execution time. Since, as usual, the hardware is light years in advance of the software/courseware and since the majority of the latter has been developed for execution by an 8-bit C.P.U., more firms may well have to emulate DEC and produce more flexible machines.

AIT Launches Project Combining Micros and Video

In response to recommendations from American and Canadian educators, the Agency for Instructional Television is developing a project using the capabilities of the microcomputer and video technology to improve problem-solving skills. As well, the project is to consider policy issues related to computers in education. A grant of $50 000 in March of this year from the Exxon Education Foundation has enabled AIT to conceptualize the project. A project prospectus is now before

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Conferences

Interactive Telecommunications
Memorial University of Newfoundland
St. John's Newfoundland

Oct. 25, 26, 1982

The Memorial University sponsored conference will review the fields of interactive teleconferencing, computers in education and administration, videotext, electronic mail, audio conferencing, and a variety of other technologies. Principal participants include: Elliot Gold, communications consultant and president of Telespan, publisher of a monthly teleconferencing newsletter; David Godfrey, chairman of Creative Writing at the University of Victoria, expert on computers in educaton, and an acknowledged authority videotext; Malachy Mandville, Assistant Dean of Part Time Credit Studies at Memorial and designer of distance teaching delivery systems; Dr. Max House, Assoc. Dean of Continuing Medical Education and Clinical Affairs, Memorial University, developer of Memorial's province-wide dedicated teleconference system and the offshore medicine satellite system; and Judy Roberts, Assistant Director of the Royal College of Physicians and Surgeons Teleconferencing Project, developer of teleconference networks. Post conference workshops on a variety of interactive telecommunications technologies are also being offered. Contact:

Erin M. Canning,
Telemedicine Office
Health Sciences Centre
St. John's, Newfoundland A1B 3V6

14th Annual Conference on Visual Literacy, International Visual Literacy Association.
Vancouver, British Columbia,

Nov. 17 - 20, 1982

"Seeing Ourselves — Visualization in a Social Context" is the theme for the fall visual literacy conference. The 1982 conference will exlore the process in film, television, still, photography, architecture and other visual media.

Keynote speakers include John Culkin, founder of the Center for Understanding Media; Freeman Patterson, world famous photographer; and John Hirsch, director of Stratford Shakespearean Festival. For further information, please contact:

Dr. Patricia Groves
Sociology Department
Capilano College
2055 Purcell Way
North Vancouver, B.C. V7J 3H5

Seventh Annual Canadian Conference on The Application of Curriculum Research University of Manitoba

November 25 and 26, 1982

This conference will be held at the Faculty of Education of the University of Manitoba. Dr. Naomi Hersom, Dean of the College of Education, University of Saskatchewan will deliver the keynote address on "The Application of Curriculum Research". The meeting will highlight displays of new Canadian curriculum materials, the presentation of the R.L. Hedley Research Awards, and the presentation of five Master's theses chosen from Canadian entries.

Contact: Dr. Harold Grunau
Faculty of Education
University of Manitoba
Winnipeg, Manitoba R3T 2N2

AECT-NAVA
New Orleans Jan. 21-25, 1983

Two major American educational communications organizations will hold their first joint meeting in New Orleans in January. The Association for Educational Communications and Technology and the National Audio-Visual Association are joining to present COMMTEX International at the Superdome in New Orleans. COMMTEX INTERNATIONAL will present a diverse program, major equipment and software displays, and pre-conference professional development workshops.

For information write:

AECT National Conference Office
1126 Sixteenth Street N.W.
Washington, D.C. 20036

Fourth Canadian Symposium on Instructional Technology

This is the fourth in a series of Canadian Symposia organized and sponsored by the Associate Committee on Instructional Technology of the National Research Council of Canada for the purpose of informing the academic and business communities of recent advances in computer-aided learning technology and its applications.

The symposium will be held in Winnipeg from October 19 to October 21, 1983. The theme of the conference will be "Computer Technologies for Productive Learning". Particular attention will be directed to microcomputers, advanced telecommunication techniques, videodiscs, videotex and speech generation.

Contributed papers for lecture or poster sessions are currently being solicited. For information contact

K. Charbonneau
Confernce Services
National Research Council of Canada
Ottawa, Ontario, Canada K1A 0R6

PERIODICALS

Alberta Printout
Alberta Society for Computers in Education
Dr. Nelly McEwan, Editor
Box 638 University of Alberta
Sub Post Office II
Edmonton, Alberta T6G 2E0

Alberta Printout serves primarily as the organization newsletter for the ASCE but many of its articles have significance for educators across the country who use computers.

ASME Newsletter
Alberta Society for Media in Education
Kim Frandsen, Editor
Grant McEwan Community College
7319-29 Avenue
Edmonton, Alberta T6K 2P1

An excellent **omnium gathrum** of media news and activities. The emphasis, of course, is on Alberta but much of the information is of value to all Canadian communicators.

New Technology
National Association of Secondary School Principles
1904 Association Drive
Reston, Virginia, 22091

An excellent newsletter prepared by the Educational Products Information Exchange Institute. Annual subscription is unfortunately only available through membership in NASSP. Copies may be available in your local University or department of education library.

Video Scene
Calder Publications Ltd.
542 Mt. Pleasant Rd. Ste. 303
Toronto, Ontario M4S 2M7

A Canadian video magazine covering the range of video from home entertainment to broadcast video. $2.00 per issue.

Computers and the Media Centre
575 Oak St. N.
Cannon Falls, Minnesota 55099
Subscription rate $3.00 per year (US) cash

Three issues each year; filled with information on how to assess, manage, and implement computer instruction in school media centres.

HAPPY BIRTHDAY....

Happy **75th birthday to Bell** & Howell **from** CJEC **and from all of** AMTEC. **We** appreciate **your major contributions to** the **field of educational media in all your varied divisions, and wish** you the best for **the future. In particular,** AMTEC **wishes to take this opportunity to** thank **Bell & Howell Canadian** offices **for their continual** support **of our** organization, **for their** regular **advertisements in CJEC, for their** participation **at** AMTEC **conferences,** and **for** their **up-front commitment to the** improvement **of education through** technology. **In the words of Charles Brackett,** 1954 **president of the Academy of Motion** Picture Arts and Sciences, upon presentation of **an** Academy "Oscar" to the company, **"Without** Bell **& Howell,** the movies **of today would still be the** movies of yesterday."

Thank you **Bell** & **Howell, and Happy** Birthday!

A network of AMTEC members across the country provides CJEC with items they feel will be of value to the readership. We hope all our readers will join that network and share significant news with your peers across Canada through CJEC. We are particularly eager to hear from provincial media associations and newsletters. Much of this issue's material came from a number of Alberta educational media groups through Charles Bidwell. Please send any news items for inclusion in the next issue of the CJEC by Nov. 15th to: News Editor, CJEC, c/o Denis Hlynka, Faculty of Education, University of Manitoba, Winnipeg R3T 2N2.

Contributors to this issue's news column included Joan McLaren, Terry Kolomeychuk and Charles Bidwell. □

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American and Canadian educators for consideration.

For more information, contact Saul Rockman, AIT, Box A, Bloomington, Indiana, 47402, (812) 339-2203.

A French Microcomputer Centre

The French government has set up a World Centre for Microcomputer Science and Human Resources under the direction of Jean-Jacques Servan-Schreiber, former leader of the Radical Party. A number of prominent researchers have joined the project including Nicholas Negropointe and Seymour Papert (of LOGO fame) from MIT. The centre will have three goals:

a) The development of a truly personal microcomputer. Servan-Schreiber predicts the production of a book-sized machine incorporating a keyboard and a flat display and costing $100-$200 (U.S.) within a few years.
b) To search for ways to provide people displaced by robots with resources to help them find other jobs.
c) To help set up pilot projects in microcomputer uses in Third World countries.

"Neilsen"-like Ratings For Courseware

TALMIS, an information service connecting various segments of the educational courseware industry, has begun to produce and distribute a continuous series of Neilsen-like ratings for microcomputer courseware. Volunteer elementary and secondary teachers are rating the courseware. TALMIS is then synthesizing the information and publishing it in a regular newsletter. The information collected is intended to be used by educational software publishers to determine which of their products best meet educator's needs and how to improve future offerings. Educators wishing to make use of the ratings for purchasing and other decisions can obtain the newsletter by subscription. Contact TALMIS Courseware Ratings, 115 North Oak Park Avenue, Oak Park, Illinois, 60301, U.S.A.

A Canadian Educational Microcomputer Being Developed

In cooperation with the Canadian Advanced Technology Association (CATA), a new microelectronics corporation, the Canadian Educational Microcomputer Corporation (CEMCorp), has been formed to develop a Canadian microcomputer aimed specifically at the educational market. Among the specifications to be met is the concept of a "family" of microcomputers which must both connect readily with each other and run with compatible software and courseware. In this respect, CEMCorp is developing a series of upwardly-compatible machines bases on a "portable" operating system; that is an operating system which can be switched from machine to machine with a minimum of change. Other specifications include "user-friendly" machines, educational support materials (courseware to be developed by software producers according to CEMCorp specifications), a rich set of software including a variety of languages (BASIC, PASCAL, etc.), and utility packages such as word processors and super calculators designed for instructional purpoes. The first model was expected to be on the market by September, 1982. This will be a low volume production (about 200 units) and is intended for experimental and/or research purposes. Volume production is to begin for the 1983-84 school year.

CEMCorp is inviting input from Canadians. Contact Bob McLean, Consultant on User Requirements, at (416) 962-9100. □

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BCB ELECTRONICS
12295 Highway 50, Box 315, Bolton, Ontario, Canada L0P 1A0. (416) 857-0790.

(Continued from page 13)

Dohrman, Rita. "A Gender Profile of Children's Educational TV." *Journal of Communication,* 1975, 25(4), 56-65.

This study found that the most widely watched educational shows present "powerful models of sex-role inequity." Males dominate all behavioral modes; women are underrepresented. In all categories, male and female representation was disproportionate to the relationships and population percentage of social 'reality'.

Dominick, Joseph R., Richman, Shanna, and Wurtzel, Alan. "Problem-Solving in TV Shows Popular with Children: Assertion vs. Aggression." *Journalism Quarterly,* 1979, 455-463.

Problem-solving modeling on TV differs between Saturday a.m. and prime-time programming. Saturday programs portray aggression three times as frequently as on prime-time; prime-time primarily models assertion. Males primarily use aggressive behaviours (Sat. a.m. and prime-time), whereas women use primarily assertive behaviors. Aggression is generally protrayed as more successful in solving problems on both prime-time and Saturday a.m. programs. The author's study suggests that Saturday a.m. programs are far more anti-social than prime-time, and that considering the large percentage of children watching Saturday a.m. TV, these modeling behaviors have important implications for socialization.

Dorr, Aimee, S.B., and Phelps, Erin. "Television Literacy for Young Children." *Journal of Communication,* 1980, 30(3), 71-83.

This study was designed to see if young children could learn the contents of TV literacy curricula and apply them to discussions about TV reality. 187 students (K-GR.3) from mixed ethnic backgrounds were taught three curricula:

a) industry curriculum — production, industry's economic system,
b) process curriculum — processes and sources for evaluating TV, and,
c) social reasoning curriculum — role taking skills.

The results showed that young children can learn specific media assessment skills and apply them to discussions about the reality of TV content.

Dubinsky, Lon. "Technology or Education?" *Journal of Education,* Summer, 1978, 28-30.

This article is a response to D.L. Burt's article (*Journal of Education,* Summer, 1977, 24-26). Dubinsky rejects Burt's proposal for technologizing Canadian education. Dubinsky suggests that educational technologies must be applied in moderation. He cautions that more technology in the classroom is not necessarily a definitive answer to current literacy problems.

Friedrich, Lynette K., and Stein, Aletha. "Prosocial TV and Young Children: The Effects of Verbal Labeling and Role Playing on Learning and Behavior." *Child Development,* 1975, 46, 27-38.

This study measured the effects of:

a) prosocial TV without mediation, and
b) prosocial TV in combination with verbal labeling and role playing.

73 Kindergarten children were sampled. It was found that once prosocial content from TV is learned, it is generalized to other behaviors. Verbal labeling and role playing in combination with prosocial TV greatly facilitates prosocial behaviors. It was also found that verbal labeling was more effective with girls, and role playing was more effective with boys.

Gadberry, Sharon. "Effects of Restricting First-Graders' TV Viewing on Leisure Time Use, IQ Change, and Cognitive Style." *Journal of Applied Developmental Psychology,* 1980, 1, 45-47.

In this study six-year olds were matched for sex, age, and pretest IQ and assigned to two groups:

a) restricted TV viewing,
b) non-restricted viewing.

Restricted viewing halved normal viewing time and incorporated parental interaction periods (20 mins. per day) for six weeks. Results tentatively suggested that TV restriction enhanced performance IQ, increased reading time and improved 'Matching Familiar Figures' scores.

Gerbner, George, Gross, Larry, and Signorielli, Nancy. "Aging with TV: Images of TV Drama and Conceptions of Social Reality:" *Journal of Communication,* 1980, 30(1), 37-47.

This study that "gross under-representation" of the elderly lead viewers to believe that:

a) men seem to age slower than women,
b) women are more likely to be odd, stupid or eccentric in old age, and
c) elderly women are less "successful" at life.

This study also found that TV representations of sex roles are disproportionate to 'real' population distributions. Men outnumber women by three to one; after 45 years of age, men and women disappear from the screen. The elderly, much like children, lack influential power status in real life and are culturally devalued. The visible absence of the elderly on the screen reinforces this social phenomenon. Younger, heavier viewers have a more negative image of the elderly than older and/or lighter viewers.

Gerbner, George, and Gross, Larry, "Living with TV: The Violence Profile No. 7" *Journal of Communication,* 1976, 26(2), 172-194.

This study defines and introduces "Cultural Indicators" as a new approach to framing this progress report on long-range effects of TV content. Cultural Indicators have been used in all subsequent violence profiles. TV violence is seen to heighten a sense of risk and insecurity which, in turn, is seen to increase acquiescence to established institutional authority and legitimizes the use of force. Heavy viewers report a greater sense of fear and risk than light viewers.

Gerbner, George, Gross, L., Eleey, M.F., Jackson-Beek, M., Jeffries-Fox, S., and Signorielli, N. "TV Violence Profile No 8: The Highlights." *Journal of Communicaton,* 1977, 27(2).

This profile reports that violence increased "sharply" in all dramatic categories including 'family' and 'children's' programs on all three networks. Heavy viewers reported a significantly higher sense of: a) personal risk, b) mistrust, c) law enforcement, and d) suspicion. Light viewers reported less sense of danger, but this index had increased since the (1976) Violence Profile No. 7. It was also found that blacks did not show same association between TV violence and a greater sense of personal fear and risk. Yet, college educated blacks showed the same response as white respondents in the same category.

Gerbner, George, Gross, L., Signorielli, N., Morgan, M., and Jackson-Beeck, M. "The Demonstration of Power: Violence Profile No. 10." *Journal of Communications,* 1979, 29(3), 177-196.

This study reports that the 1978 index shows violence to have increased during children's hours. Fear and inequity dominate TV content. Weekend children's programming containing violence climbed to a record high of 97.9%. NBC led the networks by a substantial increase in violent content, followed by ABC. CBS showed no increase.

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