FOR YOUR INFORMATION

From the Media Periodicals

By Pat Wright

BRITISH JOURNAL OF EDUCATIONAL TECHNOLOGY, May, 1982

Johnson, Sandra and Maher, Brian, "Monitoring science performance using a computerized question banking system"

Morgan, Alistair, Taylor, Elizabeth, and Gibbs, Graham, "Variations in students' approaches to studying"

Simair, Denis J., "Computer uses in school administration; a pilot project"

Todd, Frankie. "Fostering the development of professional skills: the work of the NHS Continuing Education Unit for architectural staff"

Lowe, Brian, "A method of teaching problem-solving to undergraduate engineering students"

Brew, Angela. "The process of innovation in university teaching"

BRITISH JOURNAL OF EDUCATIONAL TECHNOLOGY, October, 1982

Barker, P.G. and Singh, R., "Author languages for computer-based learning"

Collett, K.J. "PROFORMA: a program to assist non-specialists in the use of computers as a teaching aid"

Jones, Ann and O'Shea, Tim, "Barriers to the use of computer assisted learning"

Brown, Stephen, Nathenson, Mike, and Kirkup, Gill, "Learning from evaluation at the Open University, 2: Helping students to learn from audiovisual media"

Knights, S. and McDonald, R., "Adult learners in higher education: some problems and solutions from Australian experience"

EDUCATIONAL COMMUNICATION AND TECHNOLOGY JOURNAL, Summer, 1982

Ross, Steven M. Rakow, Ernest A., "Adaptive instructional strategies for teaching rules in mathematics"

Cassidy, Michael F., "Toward integration: education, instructional technology, and semiotics"

Sheppard, Margaret A. and Goodstadt, Michael S., "From scare tactics to reasoned decisions: a decade of drug education films"

Kerr, Stephen T., "Innovation on command: instructional development and educational technology in the Soviet Union"

EDUCATIONAL TECHNOLOGY, July, 1982

Kearsley, Greg, Hunter, Beverly, and Hillelsohn, Michael, "Computer literacy in business and industry: three examples using microcomputers"

Roberts, Wesley K., "Preparing instructional objectives: usefulness revisited"

Brudner, Harvey J., "Microcomputers, special education, and CMI"

Merrill, M. David, "Doing It with the new CBL disciplines"

Roblyer, M.D., "A critical look at making best use of the medium"

Schmidt, William D., "Educational technology in college teaching"

EDUCATIONAL TECHNOLOGY, August, 1982

Hade, Daniel D., "Literacy in an information society"

McDaniel, Thomas R., "Teaching television literacy to teachers"

Hudson, Larry and Bunting, David, "The telenetwork system: a viable alternative for delivering distant instruction"

Duchastel, Philippe. "Unbounded text"

Ober, Lynne, "Optimizing your choice of a computer for educational data-processing and decision-making"

Bork, Alfred, "Computers and learning: right justification and word processing"

Briggs, Leslie J., "A comment on the training of students in instructional systems design"

Eisele, James E., "Instructional computing: programming or authoring?"

Spitzer, Dean R., "Training technology: facilitating training results back on the job"

Bebeau, M.J. and Sullivan, H.J., "Educational technology research: learning incentives preferred by university students"

EDUCATIONAL TECHNOLOGY, September, 1982

Holmes, Glyn, "Computer-assisted instruction: a discussion of some of the issues for would-be implementors"

Bowman, Richard F., Jr., "A 'Pac-Man' theory of motivation: tactical implications for classroom instruction"

Rogers, Michael, "A case study: use of a systems approach to instructional design"

Burdick, Evelyn P. and Reda, Denice A., "Are they numbers or VIP's?: a personalized, computer-assisted approach to college admissions and advising"

Berkell, Dianne E., "Psycho-educational and task-analytical models: a conceptual framework for comparison"

Braden, Roberts A., "The three R's: research, reward, respect"

Goldberg, Albert L., "The eclectic technologist"

Schmidt, William D., "Educational technology in college teaching"

EDUCATIONAL TECHNOLOGY, October, 1982

The improvement of instruction, learning, and performance: potential of "Landamatic Theory" for teachers, instructional designers, and materials producers, an interview with Lev N. Landa (Part One)"

Davies, J.J., "Linking computer technology and learning: the case for human teachers and computer learners"

Briggs, Leslie J., "Instructional design: present strengths and limitations, and a view of the future"

Hoover, Todd and Gould, Sandra, "The pirating of computer programs: a survey of software producers"

Cowan, John, "Why do we not just use print materials"

Bruwelheide, Janis H., "Teacher competencies for microcomputer use in the classroom: a literature review"

Gordon, Al, "Planning for the coming increase in school enrollments"

INSTRUCTIONAL INNOVATOR, September, 1982

Butler, David, "22 obstacles to educational innovation — and how to overcome them"

Sickbert, Carla J. and Fry, Judith, "You can open new environments to educational technology"

Sebastian, Robert N. and Borton, Terry, "How to draw and write cartoons for instructional impact"

Mediography

Media on Educational Media

By Nancy Lane

Listed in this column are a number of programs useful to anyone attempting to incorporate media and instruction. For the most part, I have listed recent films but have included such classics as *Film Tactics* and *The Unique Contribution*.

AIKIDO FOR A MEDIA CENTRE Motion Picture, Extension Media, University of California (International Telefilm), 1975. 8 mins., sd., col.

This program looks at two applications of video technology —the teaching and evaluation of a physical activity, and the use of the completed tape as a teaching tool.

CAN WE PLEASE HAVE THAT ONE THE RIGHT WAY ROUND? Motion Picture, Video Arts (International Telefilm), 1976. 22 mins., sd., col.

A humorous presentation on how to give an effective slide presentation. With John Cleese of Monty Python fame.

CHILDREN LEARN FROM FILMSTRIPS Motion Picture National Film Board, 1973. 17 mins., sd., col.

This is still a useful film—it demonstrates that a filmstrip must be used, not just shown for effective teaching.

DON'T JUST TELL THEM Motion Picture, Guild Sound (International Telefilm), 1979. 20 mins., sd., col.

The focus of this program is on using basic visual aids effectively— chalk boards, magnetic boards, flip charts, slide projectors, overhead projectors—and on utilizing time and resources in presenting information.

FINDING VALUES THROUGH SIMULATION GAMES Motion Picture, Media 5 (International Telefilm), 1975. 29 mins., sd., col.

A demonstration of a simulation game being used in a Grade 12 classroom to discover student values. The game used is "Star Power".

FILM TACTICS Motion Picture, National Audio Visual Center, 1945. 22 mins., sd., b&w.

Although produced in 1945, this film is an outstanding presentation. It demonstrates the essential steps in the effective utilization of a training film. Produced by the U.S. Navy.

THE FLOOR IS YOURS Motion Picture, BNA (International Telefilm), 1972. 26 mins., sd., col.

A "business" film which demonstrates the proper procedures leading up to an effective presentation.

HOW TO OPERATE A 16MM PROJECTOR Motion Picture, International Telefilm, 1967. 5-10 mins., ea., sd., col.

This series demonstrates how to set up the projector, how to attach reels, how to change lamps, and basic maintenance required. The films are:
"Bell & Howell Autoload"
"Bell & Howell Specialist"
"Kodak Pageant"
"RCA Victor 400"
"Graflex 832"

HOW TO GIVE A MORE PERSUASIVE PRESENTATION Motion Picture, Time Life (Marlin Motion Pictures), 1973. 25 mins., sd., col.

From the "Communicating Successfully" series; this film demonstrates how to "sell a subject" using audio visual presentation.

LEARNING WITH TODAY'S MEDIA Motion Picture, Encyclopaedia Britannica (Visual Education Centre), 1974. 35 mins., sd., col.

Filmed in four media centres, the film shows examples of ways in which media centres serve classroom needs.

LET THEM LEARN Motion Pictures, Encyclopaedia Britannica (Visual Education Centre), 1967. 27 mins., sd., col.

A demonstration of how audio visual materials can effectively be used as significant teaching materials.

MEDIA CENTRE IN ACTION Motion Picture, Coronet, 1972. 15 mins., sd., col.

A demonstration of the role of the media specialist and the Media Centre in the elementary school system.

MEDIA FOR PRESENTATION Motion Picture, Indiana University (International Telefilm), 1978. 20 mins., sd., col.

This program is an introduction to audio visual communication, the advantages of film, television, charts, graphs, slides, etc. in any presentation.

THE MEDIUM IN THE MESSAGE, YOU KNOW Motion Picture, National Film Board, 1969. 23 mins., sd., col.

Most of the film takes place in a Vancouver classroom; it portrays students using cameras, TV monitors, videotape recorders, to produce a program.

PREPARING PROJECTED MATERIALS Motion Pictures, BFA (International Telefilm), 1974. 15 mins., sd., col.

An historical approach, beginning with the "magic lantern", this film discusses the projectors, cameras, copiers, etc.

INSTRUCTIONAL INNOVATOR, October, 1982

Sinofsky, Esther R., Knirk, Frederick G., and Eastman, Harvey A., "Systems management tools: survival in the media management arcade"

Dayton, Deane K., "How to set limits for a production facility"

Goodman, R. Irwin, "Evaluate your media just like the pros"

MEDIA AND METHODS, September, 1982

Utton, Ronald E., "Censorship rides again"
Elliott, Christ, "The latent computer literates"
"Reference/Texts: always there when you need them"

MEDIA AND METHODS, October, 1982

Howe, Samuel F., "Electronic teaching: optical videodiscs"
Johnson, Martin, "Horror in the classroom"

MEDIA AND METHODS, November, 1982

Crone, Tom, "PLATO gets serious about the future of software"
Priven, Judith S, "Authoring v. programming: computer software from the educators' point of view"
Luhn, Robert, "The computer (inter) faces life"

PROGRAMMED LEARNING AND EDUCATIONAL TECHNOLOGY, June, 1982

Lewis, B.N. and Pask, G., "The development of communication skills under adaptively controlled conditions"
Jolly, Brian, "A review of issues in live patient simulation"
Hlynka, Denis and Hurly, Paul, "Correspondence education and mass media: some issues and concerns"
Hartley, James, "Student preferences in typography"

PROGRAMMED LEARNING AND EDUCATIONAL TECHNOLOGY, August, 1982

Bung, Klaus, "Teaching algorithms and learning algorithms"
Brien, Robert, Goulet, Paul, and Provost, Guy, "Learning to learn, suggestions for the development of a curriculum at the high school level"
Kerr, Stephen T., "Appropriate technology for education in developing countries"
Kidd, Marilyn E. and Holmes, Glyn, "The computer and language remediation"

PROJECT DISCOVERY: A DEMONSTRATION IN EDUCATION Motion Picture, Encyclopedia Britannica (Visual Education Centre), 1965. 29 mins., sd., col.

A report on the results of a classroom experiment, in which media is used as basic materials of instruction; the film includes reactions of students and teachers.

PROJECT THE RIGHT IMAGE Motion Picture, Rank International Telefilm), 1977. 13 mins., sd., col.

How to present a film showing. The focus is on the preparation and planning which achieve the professional result.

TEACHING BASIC SKILLS WITH FILM Videorecording, Marlin Motion Pictures, 1980. 90 mins., sd., col.

This is a workshop session written by two teachers. It gives practical suggestions for effective and creative teaching using film. The program is available for free dubbing.

TO HELP THEM LEARN Motion Picture, Xerox (International Telefilm), 1978, 21 mins., sd., col.

Emphasizing the need of today's student for visual and auditory stimuli, this film demonstrates media being used to both motivate and teach.

THE UNIQUE CONTRIBUTION Motion Picture, Encyclopaedia Britannica (Visual Education Centre), 1959. 29 mins., sd., col.

Focuses on the contribution of motion pictures to education with illustrations. Still a useful teaching tool.

VISUAL AIDS Motion Picture, BNA (International Telefilm), 1975. 27 mins., sd., col.

Although filmed in a business setting, this film is for all instructors. It humorously presents the right and wrong way of utilizing visual aids.

LETTERS

Congratulations! Vol. 12, No. 1 is exciting and challenging. You've done a fine job. Production, design and cover are all striking. The content makes one aware that the media field is alive and active.

Gerald Brown
Chief librarian
Winnipeg School District No. 1.

. . . I would like to extend my sincerest congratulations to you on your first edition of *CJEC*. The format is slick and the content bodes well for the future relevance and success of the journal.

T.L. Bennett
Resource Teacher
William Beatty School
Parry Sound, Ontario

Both Richard and I were especially pleased with the first issue of CJEC under your editorship. The journal is particularly strong in graphic appeal. The cover is eye catching and clear. I must commend you on the use of color. The content also displays a fresh new approach. The variety of contributors is a sign of your leadership and ability to enthuse others. Good work!

Patricia Lewis
Mount Saint Vincent University
Halifax

A look at your editorial board indicates you are an achiever. I hope that things go well this year with CJEC. With yourself as editor, I will approach it with a positive bias. I also hope that things improve for many of us in the communications profession in the next year.

Jim Burk
Saskatchewan Agriculture
Regina.

I was extremely pleased with the "look" of the most recent CJEC. The tremendous amount of time you must be investing appears to be paying benefits, My heartfelt congratulations on an impressive beginning.

Richard Schwier
University of Saskatchewan