

From the Media Periodicals

by Richard Ellis

CLASSROOM COMPUTER LEARNING, 5:2, Sept. 1984

Kohl, Herbert. "Who should be evaluating software?"
Sharp, Pamela. "Using Logo to shape artistic ideas"
Green, John O. "Straight talk about local networks"

CLASSROOM COMPUTER LEARNING, 5:3, Oct. 1984

Slesnick, Twila. "Should software pirates walk the plank?"
Green, John O. "New ways for special ed kids to communicate"
Copeland, Willis D. "Creating a historian's microworld"

CLASSROOM COMPUTER LEARNING, 5:4, Nov/Dec. 1984

Ohanian, Susan. "How today's reading software can zap kids' desire to read"
Bergen, Steve and Lynne Schalman. "Who's pushing the buttons?"

COMPUTERS IN EDUCATION, Sept. 1984

Allan, Roger. "Major CL systems"
Lenk, Frank. "Logo: opening doors"
Allan, Roger. "School computers in Canada"
Koprin, Lia. "Computer assisted testing operations"

COMPUTERS IN EDUCATION, Oct. 1984

Zapletal, Edward. "Networking"
Markwick, William. "A look at the Icon"
Marshall, George R. "Word processing: teaching approaches"

EDUCATIONAL COMMUNICATION AND TECHNOLOGY, 32:2, Summer 1984

Ganske, Ludwig and Pauline Hamamoto. "Response to crisis: A developer's look at the importance of needs assessment to teacher educators in the design of computer literacy training programs"
Heinich, Robert. "The proper study of instructional technology"

EDUCATIONAL COMMUNICATION AND TECHNOLOGY, 32:3, Fall 1984

Jonassen, David H. "The mediation of experience and educational technology"

EDUCATIONAL TECHNOLOGY, 24:8, August 1984

Marcus, Stephen. "GOSUB: POET: RETURN - Computers and the poetic muse"
Stiehl, Ruth E. and Les D. Streit. "Factors assuring success of an instructional systems model"
Schwade, Stephen. "Why keyboard entry convenience should not be your only concern when choosing courseware: the advantages of the constructed response"
Goodman, R. Irwin. "Focus group interviews in media product testing"

EDUCATIONAL TECHNOLOGY, 24:9, September 1984

Ehrmann, Stephen C. "Technology could change the goals of a college education..."

Carrier, Carol A. and Judith L. Lambrecht. "Preparing teachers for using computers in instruction"
Thomas, Dwain. "A high school evaluates software (with an evaluation form)"
Selfe, Cynthia L. "Software for hardnoses: CAI for college composition teachers"
Cruz, Jaume. "A critical review of programmed instruction"
Waldrop, Phillip b. "Behavior reinforcement strategies for computer-assisted instruction: programming for success."
Vaidya, Sheila and John Mckeeby. "Computer turtle graphics: Do they affect children's thought processes?"

EDUCATIONAL TECHNOLOGY, 24:10, October 1984

Salomon, Gavriel. "Computers in education: Setting a research agenda"
Masat, Francis E. "A regional approach to computer education of teachers: A case study"
Wallace, Joy and Raymond M. Rose. "A hard look at software: What to examine and evaluate (with and evaluation form)"
Sandoval, Hugo F. "Teacher training in computer skills: A call for a redefinition"
Young, Jerry L. "The case for using authoring systems to develop courseware"
Della-Piana, Gabriel and Connie Kubo Della-Piana. "Computer software information for educators: A new approach to portrayal of student tryout data"
Reider, William L. "Video-cassette technology in education: A quiet revolution in progress"
Rees, Elwyn, et al. "Complex analysis of classroom interactions using RACER computer-based technology"

JOURNAL OF COMPUTER-BASED INSTRUCTION, 11:3, Summer 1984

Bark, Alfred. "Producing computer based learning material at the Educational Technology Center"
Mudrick, David and David Stone. "An adaptive authoring system for computer-based instruction"
Avner, Allen, et al. "CBI authoring tools: Effects on productivity and quality"
Fairweather, P.G. and A.F. O'Neal. "The impact of advanced authoring systems on CAI productivity"
Hannafin, Michael J. "Options for authoring instructional interactive video"

MEDIA & METHODS, 21:1, September 1984

Radencich, Marquerite C. and Jeanne S. Schumm. "To byte or not to byte: Traditional and high-tech approaches to writing term papers"

MEDIA & METHODS, 21:2, October 1984

Dyrenfurth, Michael J. and F. Milton Miller. "An ongoing evolution-media use in vocational/technical education"
Pinola, Mary. "How effectively do you use media?"
Sokoloff, Michele. "Surprising connections: Linking technology to curriculum"
Walcott, J. Andrew. "Orchestrating the media center"

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Mediography

MEDIA ON COMMUNICATION

by Nancy Lane

The topic for this issue is communication. I have listed a number of programs which portray a variety of aspects and viewpoints.

COMMUNICATING NON-DEFENSIVELY Motion Picture MGHT 1982 25 min., sd., col.

Defensive communication - when and why; and a plan of counteraction are explored in this presentation.

COMMUNICATION: THE NAME OF THE GAME Motion Picture RTBL/ITF 198-28 min., sd., col.

Using a game-show format the film describes how to exchange ideas and information.

COMMUNICATION: NON-VERBAL AGENDA Motion Picture MGHT 1974 30 min., sd., col.

Examples of non-verbal communication are demonstrated to show the effects on interpersonal relationships. With Dr. Albert Mehrabian.

COMMUNICATION - A SERIES Motion Picture COR 1977 approx. 14 min. ea., sd., col.

These three films deal with the message, the receiver, and the sender.

COMMUNICATION BY VOICE AND ACTION Motion Picture CENT/COR 14 min., sd., col.

Illustrates that non verbal elements such as voice tone and facial expression are an integral part of speech communication.

COMMUNICATIONS ROADBLOCKS Motion Picture BFA 1977 15 min., sd., col.

Identifies roadblocks of defining terms, understanding biases, and distinguishing facts. Demonstrates solutions.

COMMUNICATIONS SERIES Motion Picture BARR/GORD WATT 1980 11-21 min. ea., sd., col.

This series looks at the communication process and its relationship to success. The titles are: "Communicating Effectively", "What do we Look Like to Others", "Person to Person", "Communications or Confrontations".

COMMUNICATION SKILLS: TELL-SELL-RESOLVE Video-recording GM/Marlin 1975 86 min., sd., col.

How and when to communicate appropriately in letters, memos, meeting, etc.

COMMUNICATION SKILLS FOR MANAGERS Video-recording TIMLIF/MARLIN 1980

These six programs discuss, depict, and demonstrate listening, speaking, meetings and presentations.

COMMUNICATION PRIMER Motion Picture PYR/ITF 1954 22 min., sd., col.

This classic by Charles Eames reveals different concepts of communication, and shows the effect communication has on many areas of life.

COMMUNICATIONS THAT WORK Motion Picture EFM/ITF 1984 35 min., sd., col.

A new release which looks at elements common to writing, speaking, and listening.

DECISIONS, DECISIONS Motion Picture VA/ITF 1979 28 min., sd., col.

Set in a business setting, this program explores attitudes and assumptions which contribute to communication breakdowns.

LISTENING FOR RESULTS Motion Picture RTBL/ITF 1981 10 min., sd., col.

Common listening errors, and how they could be avoided, are the subject here.

LISTENING, SPEAKING, AND NON-VERBAL LANGUAGE SKILLS Motion Picture BFA 1976 15 min., sd., col.

Describes and demonstrates the abuses and misuses, as well as the correct ways.

NON-VERBAL COMMUNICATION Motion Picture SAL/MARLIN 1978 12 min., sd., col.

The topic here is how to be aware of non-verbal language in both oneself and others.

THE ONE-SIDED TRIANGLE: COMMUNICATION WITHIN THE GROUP Motion Picture BNA/ITF 197- 23 min., sd., col.

The topic of this program is communication behavior at staff meetings.

OH, WHAT A LOVELY REPORT Motion Picture RANK/ITF 19 26 min., sd., col.

This film demonstrates the process of writing a report - the investigation, the planning, the writing and the revising.

OPEN THE DOOR Motion Picture CCCD/ITF 198- 28 min., sd., col.

O.P.E.N. communication is the subject of this film.

PASS IT ON Motion Picture CCCD/ITF 1981 15 min., sd., col.

Clarify and verify! This film demonstrates techniques for easy communication.

POWER OF LISTENING Motion Picture MGHT 1979 26 min., sd., col.

With Dr. Stainbrook and Dr. Alessandra, the process of effective communication is explored, with listening being examined as an "active" function involving both listener and speaker.

STRICTLY SPEAKING Motion Picture CCCD/ITF 1979 27 min., sd., col.

Based on Edwin Newman's books, this film deals with verbal behavior.

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MICROWARE

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Crop the image in from screen edge about two to five centimeters, depending on screen size. Arrange the camera and display so that no window or room light is reflected directly into the camera. Sufficient overhead light for working will not usually impair image quality.

Quality of final image depends on several factors with display type and quality foremost. If you have a choice, a color monitor will always give better results than a color receiver, since rf modulation and demodulation reduces resolution of the screen image. It goes without saying that one should always select the most expensive and well maintained color monitor available. Monochrome monitors are also suitable for many types of information and are treated in exactly the same manner as a color display.

Selection of a film depends on cost, quality, and processing. Good results have been achieved with Kodak Ektachrome and Kodachrome daylight type film in the ASA 200 range. Some experimentation is

necessary in order to establish a repeatable standard of quality. It is important to keep an accurate record of all film and exposure data so that success can be repeated and poor results eliminated.

Exposure is best set manually as automatic exposure systems can be tricked by amount of information and background color on the screen. A good starting point is an aperture setting of f8 and a shutter speed setting of one second. The scan rate of a television display is 30 frames per second with a totally blank screen between each frame. Thus exposure time must be longer than 1/30th of a second or there is a risk of obtaining a partial frame. The image improves when the shutter remains open long enough to allow several separate frames to be recorded additively. Exposure times of a half second and one second seem to be the best in most situations.

Exposure and color are affected greatly by the settings on the video display. If the display has detents (click-stops) on the color shading, tint, contrast, and brightness controls this provides a good starting point. If such is not the case select an average setting that looks good on the screen as the

beginning point. A 20 frame roll of film should be exposed using two or three different graphics. Aperture and shutter speed should be bracketed. This can be accomplished by starting with a shutter speed setting of one second and an aperture setting of f8. Make one exposure at that setting and then, keeping shutter speed constant, shoot exposures at f4.5, f5.6, and f11. Then, with the same graphic, repeat the exposures with shutter speed held constant at a half second. Repeat this process with a different graphic and/or a variation of settings on the display. Make sure a test of light colored vs dark colored background is carried out. If careful details are recorded of the set-up, film, exposure, and display settings it will be possible, when the slides are developed and analyzed, to determine a standardized procedure which will ensure success during future sessions.

Don't hesitate to attempt to make your own color computer generated slides, as they have the potential to revolutionize the manner in which you communicate educationally. □

MEDIA NEWS

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dards introduced as a result of the new technologies

• improve the quality of education provided in respective jurisdictions
Seven themes will take advantage of the breadth of experience brought to the Congress by the international participants and speakers. These seven themes are:

Teaching & Learning

Theories of learning, new designs for curriculum, teaching about and teaching with computers will be discussed as this theme focuses on the interaction between the new technology and the classroom.

Management & Technology

The challenge inherent in managing new technologies affects everyone in the educational community. Administrative applications — financial reporting, scheduling, communications, data banks, office functions — will undoubtedly be explored by congress participants.

Employment & Training

Technology is creating new opportunities for employment and career preparation. An indepth look at these opportunities in the context of the changing workplace will be offered.

The Future Society

Congress participants are promised a crystal ball into the future, looking at how technology will affect our work, our play, culture, the environment and how we will get along with each other.

Innovations & Applications

Hardware and software take center stage in a world-class exhibit and a variety of learning sessions designed to demonstrate innovations in technology and unique applications to education.

Special Needs & Interests

We will look at unique applications to serve the specialized needs of individuals, including the education of the physically and mentally handicapped and the use of technology as a means of bringing people together.

Policy & Planning

The effects of technology on human values and goals; questions of privacy, control and ethics in an information society . . . these are all part of a multi-faceted dialogue aimed at "rounding out" the issues of education and technology.

By dividing the World Congress into themes, the face-to-face nature of a smaller conference will be combined with the advantages of diversity that characterize a larger gathering.

As part of the "Innovations and Ap-

plications" theme, the Congress will feature a world class exhibit of high technology equipment and services relating to education and culture from around the world.

Early, discounted registration is scheduled for the fall of 1984, with complete program information available in September 1985.

Questions concerning the World Congress on Education and Technology may be directed to the Congress Coordinator, British Columbia School Trustees Association, 1155 West 8th Avenue, British Columbia, Canada V6H 1C5. Telephone: (604) 734-2721.

Film Showcase April 15-19, 1985

Objectives

Since the first FILM SHOWCASE in 1970, this event has been Canada's major marketplace for 16mm non-theatrical films. It provides a unique opportunity for 16mm film producers/distributors to exhibit their newest films and video product for library personnel, educators, film society representatives, government officials and business people, all of whom have financial leverage in recommending purchase, lease and/or rental of 16mm film and video product. *Film Showcase* is not a forum for film workshops or screen education seminars.

Location

FILM SHOWCASE will be held at the YMCA Conference Centre, Geneva Park, on Lake Couchiching, near Orillia, Ontario.

Program Format

Each day, twenty nine distribution companies will be operating 29 screening areas simultaneously. This year all twenty-nine distributors will be attending for the full week (Monday-Friday).

Further Information

If further information is needed, or if you have any special requirements, please contact:

Jean Harding, Co-ordinator
FILM SHOWCASE 1985
22 Bardwell Crescent
Scarborough, Ontario M1R 1C9

(416) 979-5097 or (416) 757-9517 □

MEDIA PERIODICALS

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MEDIA & METHODS, 21:3, November 1984

- McKenzie, Jamieson A. "The future isn't what it used to be: Videotex in on the way"
Hunter, C. Bruce and Allen L. Wold. "Basic guide to the complete educational computer"

MEDIA IN EDUCATION AND DEVELOPMENT, 17:3, September 1984

- McCormick, Bob. "Prospects and problems for China's TVUs"
Hosie, Peter and Tony Dean. "TV for isolated students in Western Australia"
Hewitt, Clive and Jack Cairns. "Catching up with technology-distance training for industry"
Rodwell, Susie. "A world communications crisis?"
Hart, Andrew. "Not just a bit of an extra"
Higgins, John. "The computer and text"

PROGRAMMED LEARNING & EDUCATIONAL TECHNOLOGY, 21:2, May 1984

- Milne, J. A. and J.S.A. Anderson. "The microelectronics education programme-dissemination and diffusion of microelectronics technology in education"
Lloyd, G. "A model for the development by industry and commerce of multi-media resource packs for use in education"

PROGRAMMED LEARNING & EDUCATIONAL TECHNOLOGY, 21:3, August 1984.

- Oxley, Alan. "Computer-assisted learning (CAL) of structural analysis"
Wyer, Jo-Anne. "New bird on the branch: artificial intelligence and computer-assisted instruction"
Thompson, Vincent. "Information technology in education and training: the CET view"

- Oliver, Elizabeth. "The development of a computer database for education"
Emms, Stephen J. "The M & C's skillcentre CBT project"
Vinegrad, M.D. "Learning by example: a CBT approach"
Morrison, R.K. "Computer-based learning-the way ahead"
Telem, Moshe. "Computer crimes in schools"
Dunn, Seamus and Valerie Morgan. "Aims and interest groups in educational computing" □

MEDIOGRAPHY

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WHAT DO YOU MEAN, WHAT DO I MEAN (CASE STUDIES IN COMMUNICATIONS) Motion Picture SAL/MARLIN 1976 18 min., sd., col.

The focus here is the way we see ourselves and the way we see others.

WITHOUT WORDS: AN INTRODUCTION TO NON-VERBAL COMMUNICATION Motion Picture PH/Marlin 1977 23 min., sd., col.

The effects and interaction of non-verbal barriers on communication are presented here.

YOU'RE NOT COMMUNICATING Motion Picture CF 1980 20 min., sd., col.

The focus of this program is that communication is a two way process and an understanding of the process improves communication. □

250
Films, Videocassettes and Multi-Media Productions for Health Care Professionals and Educators



Our Bodies, Our Minds, a new 50-page catalogue published by the National Film Board of Canada, contains detailed descriptions of over 250 audiovisual productions for public health education and in-service training programs.

40 subject headings, including:

- Aging
- Addictions
- Parenting
- D.E.S.
- Child Abuse
- Death and Dying
- The Disabled
- Fitness and Nutrition
- Mental Health
- First Aid and Safety
- Violence Against Women
- Films for Kids
- Occupational Health

All NFB films may be **borrowed** free of charge in 16 mm, and **purchased** in either 16 mm or videocassette formats. Some titles are also available for video rental.

Our Bodies, Our Minds is an indispensable resource for:

- Community Health Educators
- Hospital Personnel
- Nursing and Medical Schools
- Self-help Groups

To receive your complimentary copy of **Our Bodies, Our Minds**, contact your nearest National Film Board of Canada office or write to:

Health Education Catalogue,
English Marketing,
National Film Board of Canada,
P.O. Box 6100,
Montreal, Quebec
H3C 3H5