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ABSTRACT This controlled vocabulary comprising approximately 1,030 terms commonly used in the field of international development communication was created by the Clearinghouse on Development Communication of the Academy for Educational Development to analyze and index documents. This standard list of terms, designed to provide subject access to information in this area, was constructed by extracting key concepts from relevant documents. The initial list was revised after testing for precision and recall, and reviews by clearinghouse personnel and other subject experts. Arranged in alphabetical order with cross references, the controlled vocabulary has several features. Terms accepted for indexing and searching are printed in upper case letters and are called descriptors; synonyms appear in lower case letters and are not valid descriptors. Symbols appearing under descriptors are used to direct the searcher to a preferred term, clarify meaning, and indicate relationships of terms. Some proper names of countries and international organizations appear in the thesaurus as identifiers, and "subtypes" identify types of documents. It is recommended that the most specific terms available to fit the specificity of the document be assigned, and that the real content of the document be indexed. Procedures for updating the thesaurus and thesauri consulted are included. (RBF)

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THESAURUS OF  
DEVELOPMENT COMMUNICATION

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## FOREWORD

This publication is a collection of words commonly used in the field of international development communication. Nothing is so critical to understanding a discipline as the words that are assembled to describe it--the words which provide a conceptual framework, clarify functions, and designate loci of activity. The process of including essential words, and excluding terms that confuse rather than clarify, is a painstaking one. Major credit for this work rests with Happy Copley of InterAmerica Research Associates, Inc. and the Resource Center Manager of the Clearinghouse on Development Communication, Judy Brace.

Those who use this Thesaurus on Development Communication, might be interested in the process the Clearinghouse adopted to develop it. First, we chose to work together with an outside firm specializing in computerized library systems. Together we surveyed institutions in the fields of communication, education, information, and general international development for thesauri currently in use or in process. This was done to avoid useless replication of work already available, and to collect related vocabularies for use as guideposts in building a development communication thesaurus. The Clearinghouse staff then spent a substantial amount of time orienting the consultants to the communications activities in the developing world which we cover, and to the research processes we use for our publications and reference service.

A mutually agreeable work plan assured that the draft thesaurus, drawn from raw material generated by the Clearinghouse, would be reviewed at critical points in its development. Our Resource Center Manager selected from the Clearinghouse collection and staff libraries, the literature we turn to most frequently, a set of 250 documents representing the diversity of communication media and development sectors we address. Next, the lexicographer indexed these materials, culling from them commonly occurring terms. An additional 250 documents were then taken from our shelves, and with the help of the Clearinghouse staff, used to verify the original set of terms, or clarify ambiguous meanings. At this point, a final draft of approximately 800 terms was sent to four outside development communication experts for review and analysis. The experts' comments were individually considered against reference material and additional professional opinion. Then, cleaned and cross-checked, the final thesaurus was ready to be printed.

An attribution of "final" to a thesaurus on the fast-evolving field of development communication could be misleading. The Clearinghouse does not consider this a static document. Rather, we look forward to the reactions of those who use it; with these and with information on future innovations in the field of development communication, we will build a revised edition. We would be pleased to receive your comments on this work at the Clearinghouse.

Jill Merrick  
3 Director

## INTRODUCTION

A controlled vocabulary is a list of terms and phrases showing synonymous, hierarchical, and other relationships, the function of which is to facilitate indexing and retrieval for information systems. A controlled vocabulary eliminates the imprecision and redundancy of natural language by providing standardized terms with detailed cross-references for use in a specific field of knowledge. This terminological control enables indexers and users to process and retrieve bibliographic and nonbibliographic information by subject, through automated or manual means.

A particular controlled vocabulary should reflect the information content of the documents in the collection to which it applies. It should contain terms appropriate to the subject matter, taking into account both the language of the document collection and the information needs of the users. This Vocabulary was created for the purpose of analyzing and indexing documents related to the field of development communication. It offers a common language in which to process and retrieve information on various aspects of development communication. It is a tool for accessing the resource collection of the Clearinghouse on Development Communication. In addition, it can be considered a guide to the acquisition, indexing, and retrieval of materials in the area of development communication.

This Controlled Vocabulary was constructed by analyzing documents in the Resource Collection of the Clearinghouse on Development Communication. Key concepts covered in each document were extracted to become terms in the Vocabulary. In addition, thesauri used in related fields, such as education, communication, and development were consulted. As terms were accumulated, they were clustered into hierarchical relationships. When synonyms occurred, one was chosen as the preferred term, and cross-references were made from the synonym to the preferred term.

The basic list was tested for precision and recall, using actual reference questions received by the Clearinghouse. A draft version of the Vocabulary was reviewed by Clearinghouse personnel and other subject experts. Once appropriate revisions were made, the Controlled Vocabulary assumed its current form.

A controlled vocabulary is not a static document. It will need regular updating, as new subject areas emerge in the Clearinghouse's collection and the need to capture these concepts for retrieval purposes arises. When terms are added to the vocabulary, they should be cross-referenced to the terms already in use. The Controlled Vocabulary should be searched for terms related to each new term and

reciprocal entries made for each cross-reference. Indexing Languages and Thesauri: Construction and Maintenance by Dagobert Soergel describes procedures for updating and maintaining controlled vocabularies.

This Controlled Vocabulary was compiled according to the American National Standard Guidelines for Thesaurus Structure, Construction, and Use. The following thesauri were also consulted:

FAO Index Terms. Food and Agriculture Organization of the United Nations. February 1978. Two parts.

ILO Thesaurus: Labour, Employment and Training Terminology. International Labor Office. 1978.

Macrothesaurus for Information Processing in the Field of Economic and Social Development. New English Edition. Prepared by Jean Viet. Organization for Economic Cooperation and Development. 1978.

Population/Fertility Control Thesaurus. Population Information Program. April 1976.

TAICH Thesaurus. American Council of Voluntary Agencies for Foreign Service, Inc. July 1979.

Thesaurus Mass Communication. By Jean Viet. UNESCO. 1975. Two parts.

Thesaurus of ERIC Descriptors. Completely Revised. Educational Resources Information Center. Oryx Press. 1980.

Many of the scope notes (SN) in the CDC Controlled Vocabulary were adopted from these thesauri. This was done to make the Controlled Vocabulary compatible with related systems. Where appropriate, inquiries concerning copyright are currently in process.

## ORGANIZATION

The Vocabulary contains approximately 1030 terms and cross-references, arranged alphabetically. The preferred terms permitted for use in subject indexing and searching are known as Descriptors. Each Descriptor is printed in upper case. Synonyms which are not valid for indexing, called Non-Descriptors, appear in lower case; a "use" reference directs the searcher to the preferred Descriptor. The designation of one term as preferred does not indicate that other terms are inferior. However, because the simultaneous use of synonyms in indexing would lead to confusion and incomplete retrieval, it is vital that a preferred term be designated.

Some proper nouns are listed in the Controlled Vocabulary, such as names of countries and international organizations. These are known as Identifiers and are distinguished by the notation "ID" in parentheses following the term. We have followed the standard for names of countries and organizations as listed in the Macrothesaurus, with reference to the ISO Standards Manual. Whenever possible, accepted acronyms and initialisms have been used in place of institutional names. This has been done to save keystrokes at the time of data entry and retrieval. Cross-references from the complete form of the name have been included. Other terms in the Vocabulary are used to identify document types. Such terms are known as "pubtypes," and are indicated by the abbreviation "(PT)" after the entry. For example, "Bibliographies," "Indexes," and "Scripts," are ways in which information in a document may be arranged or presented. Knowing that an item is expressed in one of these forms may tell the searcher something about how a document may be used, but explains nothing about the subject content of the document. Depending on the final design of the data base, these terms may be entered into the Descriptor field or into a separate Publication Type field. If they are entered into a Publication Type field, the designation "(PT)" should remain with these terms in the Controlled Vocabulary to distinguish them from accepted Descriptors.

A term in the Vocabulary may consist of a single word or several words, but generally represents a single concept. These terms are usually in noun form and plural whenever possible. A small number of adjectival terms have been included, such as "Rural." These should be paired with noun terms when searching, a process known as postcoordination. Terms which occur frequently in combination, such as "Rural Development," have been entered into the Vocabulary in one phrase, rather than as distinct words which would constantly have to be linked together in the searching process. This precoordination of terms is only done when the phrase represents a single concept. Multiword terms are listed in their natural word order ("Rural Development," rather than "Development, Rural"). The spelling used

in this Controlled Vocabulary is the American form, rather than the British. Whenever the abbreviated form of a term is used, a cross-reference has been made from its longer form.

Each Descriptor is linked to other Descriptors, either hierarchically or by subject relevance. The symbols which are used under Descriptors include the following:

- 1) SN (Scope Note) - a brief statement of the intended usage of a Descriptor. The scope note should not be confused with a dictionary definition. It may be used to clarify an ambiguous term or to restrict the usage of a term. Not all Descriptors have scope notes.
- 2) USE and UF (Used For) - employed to solve problems of synonyms and word form variations. The USE reference directs the searcher from a Non-Descriptor to the preferred Descriptor. UF is the mandatory reciprocal of USE. This notation is also employed to indicate that a very specific concept is not needed, sending the user to the correct term (e.g., "England USE UNITED KINGDOM"). The two terms may not be exact synonyms, but the more specific term is too narrow in scope for this subject field, so the broader term is designated as the Descriptor. Conversely, if a general term appears to be too broad to ever be needed for indexing, a USE/UF reference can be helpful, (e.g., "Innovations USE EDUCATIONAL INNOVATIONS").
- 3) BT (Broader Term) and NT (Narrower Term) - used to indicate a strictly hierarchical relationship between a class and its subclasses. Narrower Terms (following the NT notation) are included in the broader class indicated by the Descriptor, and should be consulted if more specific information is desired. The BT is the reciprocal of the NT. Broader Terms include as a subclass the concept shown in the Descriptor. The Broader Term should be checked if the user is seeking more general information. Occasionally, a term will have more than one Broader Term.
- 4) RT (Related Term) - indicates a close relationship to the Descriptor, but not in a hierarchical context. Near synonyms, part-whole relationships, and other conceptually related terms which might aid the user are shown under the RT notation.

EXAMPLES:

Descriptor-----> FAMILY PLANNING  
Scope Note-----> SN Voluntary regulation of the  
spacing and number of births  
in a family, including  
counseling to assist in  
such planning  
Used For-----> UF Planned Parenthood  
Broader Term-----> BT Planning  
Narrower Term-----> NT Birth Control  
Related Terms-----> RT Contraception  
Family  
Family Planning Education  
Family Planning Programs  
Mother Child Health

-----  
Non-Descriptor-----> Planned Parenthood  
Use-----> USE FAMILY PLANNING



## INDEXING

In using a controlled vocabulary to index a collection, the indexer should follow certain principles and procedures.

- Select 8-12 keywords from the Controlled Vocabulary that reflect the significant and important concepts of a document.
- Index the document in hand, not the book the author hopes to write in the future. Do not confuse speculation, or referrals to implications and possibilities, with real content.
- Try to assign the most specific terms available to fit the level of specificity of the document. The constant assignment of such general terms as "Communication," or "Development," render these terms useless from a retrieval standpoint. In such instances, phrases such as "Development Policy," or "Communication Strategies," will retrieve information with greater precision.
- In assigning terms, indexers should constantly refer to the Controlled Vocabulary to find the exact form of each Descriptor. Do not rely on memory. A minor discrepancy in the spelling or ending of a Descriptor will lead to problems in searching and retrieval. Beware of singulars and plurals. The Controlled Vocabulary contains the plural form of most quantitative nouns ("Books," "Indicators,"). The singular form is used for processes, disciplinary areas, and Identifiers, (e.g., "Modernization," "Development," and "United Kingdom.")
- Few terms maintain a clear, concise meaning across all of the social sciences. For consistency in indexing and retrieval, indexers should refer to the explanation provided by the scope notes.

ABSTRACTS (PT)  
BT Secondary Documents

Academy for Educational Development  
USE AED

ACCESS TO INFORMATION  
RT Free Flow of Information  
Information Dissemination  
Information Services

ACDI (ID)  
UF Agricultural Cooperative  
Development International

ACEID (ID)  
UF Asian Centre for Educational  
Innovation for Development  
RT Asia

ACSN  
USE APPALACHIAN COMMUNITY  
SERVICE NETWORK

ADAB (ID)  
UF Agricultural Development  
Agencies in Bangladesh  
RT Bangladesh

ADB (ID)  
UF Asian Development Bank  
RT Asia  
IDS  
World Bank

ADMINISTRATIVE ASPECTS

ADOLESCENTS  
RT Children  
Family

ADULT EDUCATION  
SN Providing or coordinating  
purposeful learning activities  
for adults  
BT Education  
NT Basic Education  
Continuing Education  
Womens Education  
RT Distance Education  
Extension Education  
Mass Education  
Nonformal Education  
Open Universities  
Out of School Education

ADVERTISEMENTS  
BT Information Dissemination  
RT Announcements  
Information Campaigns  
Marketing  
Message Design  
Social Marketing

AED (ID)  
UF Academy for Educational Development

AFGHANISTAN (ID)  
BT Southwest Asia  
RT Middle East

AFRICA (ID)  
NT Africa South of Sahara  
East Africa  
English Speaking Africa  
French Speaking Africa  
North Africa  
Sahara

Sahel  
West Africa

Agricultural Development Agencies  
in Bangladesh  
USE ADAB

AFRICA SOUTH OF SAHARA (ID)

UF Sub-Saharan Africa  
BT Africa  
NT Central Africa  
East Africa  
Southern Africa  
West Africa  
RT Sahel

Agency for International Development  
USE AID

AGENDA SETTING

SN Determining what information is reported, and the perspective from which it is reported, thus helping to formulate public opinion  
RT Free Flow of Information  
Mass Media  
News Agencies  
Opinion Leaders  
Press  
Public Opinion

Agricultural Cooperative Development  
International  
USE ACDI

AGRICULTURAL DEVELOPMENT

BT Economic Development  
RT Agricultural Extension  
Agricultural Research  
Agriculture  
Food Production  
Irrigation  
Land Settlement  
Rural Development

AGRICULTURAL EXTENSION

SN Outreach program bringing new developments to agricultural communities  
UF Rural Extension  
BT Extension Services  
RT Agricultural Development  
Agriculture  
Extension Agents  
Rural Development

AGRICULTURAL RESEARCH

BT Research  
RT Agricultural Development  
Agriculture  
Food Production

AGRICULTURE

RT Agricultural Development  
Agricultural Extension  
Agricultural Research  
Cooperatives  
Forestry

AID (ID)

UF Agency for International Development  
NT RTAC

AID INSTITUTIONS

SN Organizations providing primarily financial and technical assistance  
RT Aid Programs

AID PROGRAMS

BT Programs  
RT Aid Institutions

Financing

AIR TRAFFIC

ALASKA (ID)  
BT USA  
RT Satellite Communication

ALGERIA (ID)  
BT French Speaking Africa  
North Africa

ALIENATION  
SN Withdrawal or separation of a  
person or his affections  
from an object of former  
attachment

ALTERNATIVE MEDIA  
SN Newspapers, periodicals, or  
radio or television stations,  
usually backed by a  
political philosophy  
diverging from the nation's  
existing political structure  
BT Mass Media  
RT Broadcasting

AMERICAS (ID)  
NT Caribbean  
Central America  
Latin America  
North America  
South America

AMERICAN SAMOA (ID)  
BT Oceania

AMIC (ID)  
UF Asian Mass Communication  
Research and Information  
Centre  
RT Asia

Anglophone Africa  
USE ENGLISH SPEAKING AFRICA

ANGOLA (ID)  
BT Southern Africa

Animated Cartoons  
USE ANIMATION

Animateurs  
USE FACILITATORS

ANIMATION  
SN Motion picture made from a  
series of drawings  
simulating motion by means  
of slight progressive changes  
UF Animated Cartoons  
BT Film Production  
RT Production Techniques  
Special Effects

ANNOUNCEMENTS  
BT Information Dissemination  
RT Advertisements  
Information Campaigns  
Message Design

ANNUAL REPORTS (PT)

Annuals  
USE YEARBOOKS

ANTIGUA (ID)  
BT West Indies Associated States

ANTIOPE (Trademark)  
USE TELETEXT

APPALACHIAN COMMUNITY SERVICE  
NETWORK (ID)  
UF ACSN

APPRENTICESHIPS  
BT Vocational Education  
NT Commercial Apprenticeships  
RT Mechanical Skills  
Skilled Workers

APPROPRIATE TECHNOLOGY  
SN Technology relevant  
to the needs and  
resources of the  
environment where  
it is used  
BT Technology  
RT Participatory Media  
Small Scale Industry  
Technology Transfer

ARCHIVES  
BT Information Centers  
RT Libraries

ARGENTINA (ID)  
BT Latin America  
South America

ART  
NT Fine Arts

ASIA (ID)  
NT Far East  
Southeast Asia  
Southwest Asia  
RT ACEID  
ADB  
AMIC

Asian Centre for Educational  
Innovation for Development  
USE ACEID

Asian Development Bank  
USE ADB

Asian Mass Communication  
Research and Information  
Centre  
USE AMIC

ATTITUDE CHANGE  
UF Changing Attitudes  
RT Attitudes  
Behavior Change  
Change Agents  
Consciousness Raising  
Social Marketing

ATTITUDES  
SN Predispositions to react to  
certain persons, objects,  
situations, or ideas in  
a particular manner, not  
always consciously held,  
(as are beliefs) nor  
verbalized (as are opinions)  
RT Attitude Change

Behavior  
Obstacles to Development  
Resistance to Change

#### AUDIENCE RESEARCH

- SN Studying an audience to determine how a communication strategy has affected them
- UF Listener Research
- BT Research
- RT Feedback
  - Field Research
  - Needs Assessment
  - Pretesting
  - Questionnaires

#### AUDIOCASSETTES

- UF Audiotape Cassettes
  - Sound Cassettes
- BT Magnetic Tape Cassettes
- RT Audio Equipment
  - Audiotape Recordings
  - Slidetapes
  - Videocassettes

#### AUDIOCASSETTE RECORDERS

- BT Audio Equipment
  - Tape Recorders
- RT Audiotape Recorders
  - Videocassette Recorders

#### AUDIO EQUIPMENT

- BT Electronic Equipment
- NT Audiocassette Recorders
  - Audiotape Recorders
  - Radio Receivers
- RT Audiocassettes
  - Audiotape Recordings
  - Audiovisual Media
  - Photographic Equipment
  - Projection Equipment
  - Radio
  - Special Effects
  - Telephone Systems

#### Video Equipment

Audiotape Cassettes  
USE AUDIOCASSETTES

#### AUDIOTAPE RECORDERS

- BT Audio Equipment
  - Tape Recorders
- RT Audiocassette Recorders
  - Videotape Recorders

#### AUDIOTAPE RECORDINGS

- UF Sound Tapes
- BT Tape Recordings
- RT Audiocassettes
  - Audio Equipment
  - Slidetapes
  - Videotape Recordings

#### AUDIO TELECONFERENCING

- UF Conference Calls
- BT Teleconferencing
- RT Computer Conferencing
  - Video Teleconferencing

Audiovisual Aids  
USE AUDIOVISUAL MEDIA

#### AUDIOVISUAL CENTERS

- BT Educational Facilities
- RT Audiovisual Media
  - Libraries
  - Multimedia

Audiovisual Materials  
USE AUDIOVISUAL MEDIA

AUDIOVISUAL MEDIA

UF Audiovisual Aids  
Audiovisual Materials  
BT Educational Media  
NT Educational Films  
Slidetapes  
Tape Recordings  
Visual Media  
RT Audio Equipment  
Audiovisual Centers  
Educational Radio  
Educational Technology  
Educational Television  
Teaching Aids  
Video Equipment

AUSTRALIA (ID)  
BT Oceania

AUSTRIA (ID)  
BT Western Europe

AUTOINSTRUCTIONAL PROGRAMS

UF Self Instructional Materials  
NT Teaching Machines  
RT Computer Assisted Instruction  
Individualized Instruction  
Programmed Instruction

AUTOMATION

SN Use of automatic devices  
which perform  
production and assembly  
operations and which  
provide built in  
inspection and control  
features  
RT Computers  
Cybernetics  
Electronic Data Processing  
Industrialization  
Technological Change

BAHAMAS (ID)  
BT Caribbean

BANGLADESH (ID)  
BT Southwest Asia  
RT ADAB

BARBADOS (ID)  
BT Caribbean

BAREFOOT DOCTORS  
SN Type of Chinese medical  
auxiliaries  
BT Paramedical Personnel

BASIC EDUCATION

SN Instruction in subjects  
of elementary education  
BT Adult Education  
NT Literacy  
Numeracy  
Reading Instruction  
RT Consciousness Raising  
Illiteracy  
Nonformal Education

BASIC NEEDS

SN Minimum requirements of  
developing countries with  
regard to employment,  
housing, clothing, food,  
and community services  
RT Needs Assessment  
Poverty

BEHAVIOR

SN Aggregate observable  
responses to internal  
and external stimuli  
NT Participation  
Social Behavior

RT Attitudes  
Behavioral Sciences  
Behavior Change  
Feedback  
Motivation

BEHAVIORAL SCIENCES  
RT Behavior

BEHAVIOR CHANGE  
SN Complete or partial  
alteration in the  
observable activity  
or response of a  
person  
RT Attitude Change  
Behavior  
Change Agents  
Consciousness Raising  
Reinforcement  
Social Behavior

BELGIUM (ID)  
BT Western Europe

BENIN (ID)  
SN People's Republic of Benin  
UF Dahomey  
BT French Speaking Africa  
West Africa

BIBLIOGRAPHIES (PT)  
BT Secondary Documents

BIRTH CONTROL  
SN All methods used to  
control birth  
BT Family Planning  
NT Contraception

BOLIVIA (ID)  
BT Latin America  
South America

BOOKLETS (PT)  
UF Brochures  
Pamphlets  
BT Print Media  
RT Posters

BOOK REVIEWS (PT)

BOOKS  
BT Print Media  
RT Comic Books  
Manuals  
Photonovels  
Publishing Industry  
Textbooks

BOTSWANA (ID)  
BT English Speaking Africa  
Southern Africa

BRAZIL (ID)  
BT Latin America  
South America

BREASTFEEDING  
UF Lactation  
RT Children  
Infant Nutrition  
Mother Child Health

BROADCASTING  
SN Transmission of  
audio or visual  
signals via radio



or television  
BT Telecommunications  
NT Commercial Broadcasting  
Direct Broadcasting  
Educational Broadcasting  
International Broadcasting  
Local Broadcasting  
Open Broadcasting  
Public Broadcasting  
RT Alternative Media  
Copyright Laws  
Frequency Allocations  
Information Dissemination  
Mass Media  
Radio  
Television

Broadcast Media  
USE RADIO  
TELEVISION

Broadcast Videotex  
USE TELETEXT

Brochures  
USE BOOKLETS

BULGARIA (ID)  
BT Eastern Europe

BURMA (ID)  
BT Southeast Asia

BUSINESS ORGANIZATIONS

CABLES  
NT Submarine Cables  
RT Cable Television  
Telephone Systems

#### CABLE TELEVISION

UF Community Antenna Television  
BT Television  
RT Cables  
Closed Circuit Television  
Interactive Television  
Pay Television  
Subscription Television

CAI  
USE COMPUTER ASSISTED INSTRUCTION

Cambodia  
USE KAMPUCHEA D

CAMEROON (ID)  
BT French Speaking Africa  
West Africa

CANADA (ID)  
BT North America

CAPE VERDE (ID)  
BT Sahel  
West Africa

CARIBBEAN (ID)  
BT Americas  
NT Bahamas  
Barbados  
Cuba  
Dominican Republic  
Haiti  
Jamaica  
Puerto Rico  
Trinidad and Tobago  
West Indies Associated States  
RT Central America

IDB  
Latin America  
South America

CASE STUDIES  
BT Studies  
RT Data Collection

Cassettes (Tape)  
USE MAGNETIC TAPE CASSETTES

CED (ID)  
UF Committee on Economic Development

CEEFAX (Trademark)  
USE TELETEXT

CENSORSHIP  
RT Freedom of Information  
Freedom of the Press  
Free Flow of Information

Centre for Production and Training  
for Adult Education Television  
USE CEPTA

CENTRAL AFRICA (ID)  
BT Africa South of Sahara  
NT Central African Republic  
Chad  
Congo PR  
Equatorial Guinea  
Gabon  
Rwanda  
Zaire

CENTRAL AFRICAN REPUBLIC (ID)

BT Central Africa  
French Speaking Africa

CENTRAL AMERICA (ID)  
BT Americas  
NT Costa Rica  
El Salvador  
Guatemala  
Honduras  
Nicaragua  
Panama  
RT Caribbean  
ECA  
Latin America  
South America

CEPTA (ID)  
UF Centre for Production and  
Training for Adult Education  
Television

Ceylon  
USE SRI LANKA

CHAD (ID)  
BT Central Africa  
French Speaking Africa  
Sahel

CHANGE AGENTS  
SN Individuals who  
influence the  
actions of their  
clients in a  
direction deemed  
desirable by an  
outside group  
RT Attitude Change  
Behavior Change  
Diffusion of Innovations  
Extension Agents  
Facilitators  
Field Workers

Social Behavior

Changing Attitudes  
USE ATTITUDE CHANGE

CHARTS

BT Visual Media  
RT Diagrams  
Flip Charts  
Graphs

CHILDREN

RT Adolescents  
Breastfeeding  
Family  
Infant Nutrition  
Mother Child Health  
Siblings

CHINA (ID)

SN People's Republic of China  
BT Far East

Cinema

USE FILMS

CIVIL LIBERTIES

NT Freedom of Information  
Freedom of the Press

CLOSED CIRCUIT TELEVISION

SN System whereby the transmission of television signals is limited to those audiences directly connected to the originating point by coaxial cable or

microwave link, usually limited to a building, campus, etc.

BT Television  
RT Cable Television  
Educational Television  
Radio Reading Services

CODES OF ETHICS

SN Standards of ethical conduct, violation of which may subject individuals to censure or disciplinary action  
RT Ethics Standards

COGNITIVE PROCESSES

SN Processes based on perception, introspection, or memory through which an individual obtains knowledge or understanding, e.g., perceiving, judging, abstracting, reasoning, remembering, imagining, or anticipating  
UF Thought Processes  
NT Decision Making  
Perception  
Problem Solving  
RT Cognitive Style  
Learning

COGNITIVE STYLE

SN Information processing habits which represent the learner's typical modes of perceiving, thinking, remembering, and problem solving  
UF Learning Style  
Perceptual Style  
RT Cognitive Processes

COLOMBIA (ID)

BT Latin America  
South America

#### COMIC BOOKS

SN Books containing a series of hand-drawn pictures that tell a story, reproduced in print, with or without words

BT Print Media  
Visual Media

RT Books  
Photonovels

#### COMMERCIAL APPRENTICESHIPS

SN Practical training in technical subjects related to work, plus teaching of general subjects such as civics

BT Apprenticeships

#### COMMERCIAL BROADCASTING

SN Broadcasting system organized for profit and accepting paid advertising

BT Broadcasting

Committee on Economic Development  
USE CED

#### COMMUNICATION

SN Social process of sharing information in which people interact through messages that have a shared cultural meaning, involving transmission, use of, and reaction to the message (note: use a more specific term where possible, or combine with other terms when searching)

NT Development Communication  
Intercultural Communication

International Communication  
Interpersonal Communication  
Mass Communication  
Visual Communication

RT Communication Barriers  
Communication Planning  
Communication Policies  
Communication Research  
Communication Satellites  
Communication Strategies  
Communication Systems  
Communication Technology  
Communication Training  
Cybernetics  
Information Transfer  
Media  
Satellite Applications

#### COMMUNICATION BARRIERS

NT Language Barriers  
RT Communication  
Obstacles to Development

Communication Media  
USE MEDIA

#### COMMUNICATION PLANNING

SN Design, development, and management of communication infrastructure

BT Planning  
RT Communication  
Communication Policies  
Communication Strategies

#### COMMUNICATION POLICIES

BT Government Policies  
RT Communication  
Communication Planning  
Development Policies  
New International Information Order  
Policy Making

### COMMUNICATION RESEARCH

BT Research  
RT Communication

### COMMUNICATION SATELLITES

BT Satellites  
RT Communication  
Direct Broadcasting  
Information Networks  
Satellite Communication

### COMMUNICATION STRATEGIES

SN Designs for changing human behavior on a large scale basis through transfer of new ideas  
RT Communication  
Communication Planning  
Social Marketing

### COMMUNICATION SYSTEMS

SN All the elements involved in information transfer (transmitter, receiver, channel, code, etc.) and types of ordering  
NT Interactive Communication  
Telecommunications  
RT Communication  
Communication Technology  
Information Networks  
Transport

### COMMUNICATION TECHNOLOGY

SN Means by which messages are communicated, including their presentation, transmission or recording, and delivery or broadcast  
RT Communication  
Communication Systems

### COMMUNICATION TRAINING

SN Teaching potential media specialists and program designers the skills necessary to make and relay messages via the mass media

RT Communication  
Media Practitioners

Community Antenna Television  
USE CABLE TELEVISION

### COMMUNITY DEVELOPMENT

SN Efforts to mobilize and integrate social, economic, and political activities for improvement at the community level  
BT Development  
RT Integrated Development  
Rural Development

Community Services  
USE SOCIAL SERVICES

### COMPUTER ASSISTED INSTRUCTION

SN Interactive instructional technique in which a computer is used to present material, monitor learning, and select additional material according to individual learner needs  
UF CAI  
BT Programmed Instruction  
RT Autoinstructional Programs  
Computer Programming  
Computers  
Educational Media  
Educational Technology  
Feedback  
Individualized Instruction  
Learning Modules  
Teaching Machines

Data Bases  
Electronic Data Processing

### COMPUTER CONFERENCING

BT Teleconferencing  
RT Audio Teleconferencing  
Computers  
Electronic Mail

### COMPUTER LANGUAGES

UF Programming Languages  
BT Languages  
RT Computer Programming  
Computers  
Computer Sciences  
Electronic Data Processing

### COMPUTER PROGRAMMING

SN Putting together a  
logical sequence of  
instructions to direct  
the actions of a computer  
system  
UF Programming  
BT Computer Sciences  
RT Computer Assisted Instruction  
Computer Languages  
Computers  
Electronic Data Processing  
Programmed Instruction

### COMPUTERS

SN Devices that solve problems  
by accepting information,  
performing prescribed  
operations, and supplying  
the results; usually  
consist of units for input,  
output, storage, control,  
and logical operations  
BT Electronic Equipment  
RT Automation  
Computer Assisted Instruction  
Computer Conferencing  
Computer Languages  
Computer Programming  
Computer Sciences  
Cybernetics

### COMPUTER SCIENCES

SN Study of the theory, design,  
analysis, and applications  
of computers and  
computer based systems  
BT Information Sciences  
NT Computer Programming  
RT Computer Languages  
Computers  
Cybernetics  
Electronic Data Processing

Conference Calls  
USE AUDIO TELECONFERENCING

CONFERENCE REPORTS (PT)  
BT Reports  
RT Conferences

### CONFERENCES

RT Conference Reports  
Continuing Education  
Seminars  
Teleconferencing  
Workshops

Congo DR  
USE ZAIRE

CONGO PR (ID)  
BT Central Africa  
French Speaking Africa

### CONSCIOUSNESS RAISING

SN Awakening the self awareness,  
attitudes, or motivation of an

individual or group  
BT Motivation Techniques  
RT Attitude Change  
Basic Education  
Behavior Change  
Continuing Education  
Facilitators  
Motivation

#### CONSERVATION

RT Desertification  
Environment  
Natural Resources  
Reforestation  
Soil Erosion  
Water Supply

#### CONTINUING EDUCATION

SN Process by which individuals  
consciously acquire formal  
or informal education  
throughout their life spans  
for personal development  
or career advancement  
UF Continuous Learning  
Lifelong Education  
Lifelong Learning  
BT Adult Education  
RT Conferences  
Consciousness Raising  
Correspondence Education  
Distance Education  
Extension Education  
Information Seeking  
Inservice Education  
Nonformal Education  
Out of School Education

Continuous Learning  
USE CONTINUING EDUCATION

#### CONTRACEPTION

SN All methods used to  
prevent conception  
BT Birth Control

RT Family Planning

#### COOPERATIVES

SN Economic enterprises wholly  
owned by their users  
RT Agriculture  
Cottage Industry  
Credit Unions  
Small Scale Industry  
Womens Clubs

Copying  
USE PHOTOCOPYING

#### COPYRIGHT LAWS

SN Laws granting privileges to  
publish, sell, or control  
works that can be reproduced;  
given to authors, composers,  
artists, and publishers,  
for a specified number of  
years  
BT Laws  
RT Broadcasting  
Film Production  
Photocopying  
Publishing Industry

Corporation for Public Broadcasting  
USE CPB

Correspondence Courses  
USE CORRESPONDENCE EDUCATION

#### CORRESPONDENCE EDUCATION

SN Method of instruction  
with teacher student  
interaction by mail  
or other means of  
transport  
UF Correspondence Courses

BT Distance Education  
RT Continuing Education  
Extension Education

#### COST ANALYSIS

RT Cost Benefit Analysis  
Costs  
Decision Making

#### COSTA RICA (ID)

BT Central America  
Latin America

#### COST BENEFIT ANALYSIS

SN Evaluation of monetary  
gains and losses  
associated with various  
decisions, outcomes,  
or actions

UF Cost Effectiveness  
RT Cost Analysis  
Costs  
Decision Making  
Project Evaluation  
Systems Analysis

Cost Effectiveness  
USE COST BENEFIT ANALYSIS

#### COSTS

SN Amount charged (but not  
necessarily paid) for  
something (note: very  
general term; try to  
use in postcombination  
with other terms)  
RT Cost Analysis  
Cost Benefit Analysis  
Financing  
Pricing

#### COTTAGE INDUSTRY

SN Craft industry conducted  
in the home  
BT Small Scale Industry  
RT Cooperatives

#### COUNCIL OF EUROPE (ID)

#### CPB (ID)

UF Corporation for Public Broadcasting

#### CREDIT UNIONS

SN Cooperative associations that make  
loans to members at low  
interest rates  
RT Cooperatives

#### CROSS CULTURAL BROADCASTING

SN Radio or television  
transmission between  
cultural regions  
BT Intercultural Communication  
International Broadcasting  
RT Cultural Domination  
Cultural Exchange  
External Broadcasting  
Foreign Broadcasting  
Propaganda \*

Cross Cultural Communication  
USE INTERCULTURAL COMMUNICATION

#### CUBA (ID)

BT Caribbean  
Latin America

#### CULTURAL ASPECTS

RT Culture



CULTURAL CHANGES  
RT Culture  
Modernization

CULTURAL COOPERATION  
BT International Cooperation  
RT Cultural Exchange  
Culture

CULTURAL DOMINATION  
UF Cultural Imperialism  
RT Cross Cultural Broadcasting  
Culture  
External Broadcasting  
Foreign Broadcasting  
Foreign Press  
Free Flow of Information  
New International Information Order

CULTURAL EXCHANGE  
RT Cross Cultural Broadcasting  
Cultural Cooperation  
Culture

Cultural Imperialism  
USE CULTURAL DOMINATION

CULTURE  
NT Traditional Culture  
RT Cultural Aspects  
Cultural Changes  
Cultural Cooperation  
Cultural Domination  
Cultural Exchange

CURRICULUM DEVELOPMENT  
SN Activities such as planning,  
researching, field-testing,  
and implementing that

are intended to produce  
new curricula or  
improve existing ones  
BT Educational Development  
RT Materials Development

CYBERNETICS  
SN Comparative study of  
control and  
communication processes  
of organisms and  
machines  
UF Systems Theory  
NT Systems Analysis  
Systems Design  
RT Automation  
Communication  
Computers  
Computer Sciences  
Feedback  
Information Sciences

CYPRUS (ID)  
BT Middle East

CZECHOSLOVAKIA (ID)  
BT Eastern Europe

Dahomey  
USE BENIN

DANCE  
BT Fine Arts  
NT Folk Dances  
RT Music  
Theater Arts

DATA ANALYSIS  
SN Preparation of  
factual information  
items for interpretation,

dissemination, or  
further treatment  
BT Research Methods  
NT Statistical Analysis  
RT Data Collection  
Decision Making  
Demographic Analysis

#### DATA BASES

SN Collections of information  
BT Information Services  
RT Computers  
Information Retrieval

#### DATA COLLECTION

BT Research Methods  
NT Sampling  
RT Case Studies  
Data Analysis  
Interviews  
Questionnaires  
Statistical Data  
Surveys

Data Communication

#### USE DATA TRANSMISSION

#### DATA TRANSMISSION

SN Movement of machine readable  
data over a distance  
UF Data Communication  
RT Electronic Data Processing  
Facsimile Reproduction  
Teletext  
Videotext  
Viewdata

#### DECENTRALIZATION

SN Dispersion or distribution  
of functions and powers  
from a central authority to  
a local community or individual  
office unit authority

RT Networks

#### DECISION MAKING

BT Cognitive Processes  
RT Cost Analysis  
Cost Benefit Analysis  
Data Analysis  
Policy Making  
Problem Solving  
Self Reliance  
Systems Analysis

#### DEMOGRAPHIC ANALYSIS

SN Analysis based on study  
of size and structure  
of human population  
RT Data Analysis  
Demography  
Sampling  
Statistical Analysis

#### DEMOGRAPHY

RT Demographic Analysis  
Migration  
Population

DENMARK (ID)

BT Western Europe

#### DESERTIFICATION

SN Man-made depletion of plant  
life leading to soil erosion and  
expansion of desert areas  
RT Conservation  
Environment  
Irrigation  
Natural Resources  
Reforestation  
Sahel  
Soil Erosion  
Water Supply

## DEVELOPING COUNTRIES

- UF LDC  
Less Developed Countries  
Third World
- RT Development  
Economic Development

## DEVELOPMENT

- SN Very broad term; use more specific descriptor if possible
- NT Community Development  
Economic Development  
Educational Development  
Integrated Development  
Rural Development  
Social Development  
Urban Development  
Women in Development
- RT Developing Countries  
Development Communication  
Development Policies  
Obstacles to Development

## DEVELOPMENT COMMUNICATION

- SN Communication which has as its purpose the deliberate promotion of one or more aspects of national development
- BT Communication
- RT Development  
Economic Development  
Social Development

## DEVELOPMENT POLICIES

- BT Government Policies
- RT Communication Policies  
Development  
Policy Making  
Self Reliance

## DIAGRAMS

- BT Visual Media
- RT Charts  
Graphic Arts  
Illustrations

## DIET

- RT Nutrition

## DIFFUSION OF INNOVATIONS

- SN Process by which new ideas, methods, technologies, etc., spread to the members of a social system
- RT Change Agents  
Information Dissemination  
Information Transfer  
Networks  
Technology Transfer

## DIRECT BROADCASTING

- SN Satellite transmission directed to a home receiver, without intermediary of an earth station relay
- BT Broadcasting
- RT Communication Satellites

## DIRECTORIES (PT)

- BT Reference Materials
- RT Indexes

## DISEASES

- RT Health  
Health Problems

## DISTANCE EDUCATION

- SN Education delivered to clientele unable to utilize conventional education because of constraints of distance or availability

UF Tele Education  
BT Education  
NT Correspondence Education  
Educational Radio  
Educational Television  
Telelectures  
Telenetworks  
RT Adult Education  
Continuing Education  
Satellite Applications  
Educational Broadcasting  
Teaching Methods  
Telecommunications

DISTRIBUTION SATELLITES  
BT Satellites

DOCUMENTARY FILMS  
SN Factual films of some  
event or historical  
subject  
BT Films  
RT Educational Films

DOCUMENTS (PT)  
NT Reference Materials  
Secondary Documents

DOMINICAN REPUBLIC (ID)  
BT Caribbean  
Latin America

DRAMAS  
BT Theater Arts  
NT Folk Dramas  
Puppetry  
Radio Dramas  
RT Staging

DRAWINGS  
BT Graphic Arts

Duplicating  
USE PHOTOCOPYING

EAST AFRICA (ID)  
BT Africa  
Africa South of Sahara  
NT Ethiopia  
Kenya  
Somalia  
Sudan  
Tanzania  
Uganda

East Germany  
USE GERMANY DR

EASTERN EUROPE (ID)  
BT Europe  
NT Bulgaria  
Czechoslovakia  
Germany DR  
Hungary  
Poland  
Rumania  
USSR  
Yugoslavia

EAST WEST COMMUNICATION INSTITUTE (ID)

EBU (ID)  
UF European Broadcasting Union  
RT Europe

ECA (ID)  
UF Estudios Centroamericanos  
RT Central America

ECONOMIC ASPECTS

RT Economics

ECONOMIC CONSTRAINTS

RT Economics  
Obstacles to Development

ECONOMIC DEVELOPMENT

BT Development  
NT Agricultural Development  
RT Developing Countries  
Development Communication  
Economics  
Modernization  
Obstacles to Development  
Rural Development  
Social Development  
Technology Transfer

ECONOMIC INDICATORS

SN Set of data that serves as a tool for analyzing current or future economic conditions  
BT Indicators.  
NT Gross National Product  
RT Economics  
Social Indicators

ECONOMIC THEORY

RT Economics

ECONOMICS

RT Economic Aspects  
Economic Constraints  
Economic Development  
Economic Indicators  
Economic Theory

ECUADOR (ID)

BT Latin America  
South America

EDITING

SN Making suitable for presentation by selecting, amending, revising, and compiling  
RT Film Production  
Journalism  
Newspapers  
Periodicals

EDP

USE ELECTRONIC DATA PROCESSING

EDUCATION

SN Very general; try to use more specific term  
NT Adult Education  
Distance Education  
Extension Education  
Higher Education  
Home Economics Education  
Inservice Education  
Mass Education  
Nonformal Education  
Out of School Education  
Primary Education  
Secondary Education  
Special Education  
Teacher Education  
Vocational Education  
RT Educational Change  
Educational Development  
Educational Facilities  
Educational Innovations  
Educational Media  
Educational Opportunities  
Educational Philosophy  
Educational Planning  
Educational Research  
Educational Technology  
Educational Theories  
Learning

Teaching  
Training

NT Audiovisual Centers  
Mobile Training Units  
RT Education  
Educational Equipment

#### EDUCATIONAL BROADCASTING

BT Broadcasting  
RT Distance Education  
Educational Radio  
Educational Television

#### EDUCATIONAL FILMS

BT Audiovisual Media  
Films  
RT Documentary Films  
Educational Television

#### EDUCATIONAL CHANGE

SN Alterations in the scope  
of total educational  
endeavor; includes  
modification of curriculum,  
teaching methods,  
enrollment patterns, etc.  
UF Educational Reform  
RT Education  
Educational Development  
Educational Innovations

#### EDUCATIONAL INNOVATIONS

SN Introduction of new ideas or  
practices into educational  
programs, systems, or  
structures  
UF Innovations  
RT Education  
Educational Change  
Educational Research  
Educational Technology

#### EDUCATIONAL DEVELOPMENT

SN Growth or evolution of  
educational systems  
BT Development  
NT Curriculum Development  
RT Education  
Educational Change  
Educational Planning  
Educational Research  
Educational Technology

#### EDUCATIONAL MEDIA

SN Equipment and materials used  
for instruction  
UF Instructional Media  
BT Media  
NT Audiovisual Media  
Educational Radio  
Educational Television  
Electronic Blackboards  
Games  
RT Computer Assisted Instruction  
Education  
Educational Equipment  
Educational Technology  
Materials Development  
Multimedia  
Production Techniques  
Programmed Instruction

#### EDUCATIONAL EQUIPMENT

SN Furnishings, machines, or  
other accessories that are  
used in educational settings  
BT Equipment  
RT Educational Facilities  
Educational Media  
Educational Technology

#### EDUCATIONAL FACILITIES

BT Facilities

#### EDUCATIONAL OPPORTUNITIES

SN Conditions that enable  
individuals or groups  
to improve their educational

status  
RT Education

EDUCATIONAL PHILOSOPHY  
RT Education  
Educational Theories

EDUCATIONAL PLANNING  
SN Process of determining  
objectives of  
education and the means  
for attaining them  
BT Planning  
RT Education  
Educational Development

EDUCATIONAL RADIO  
UF Instructional Radio  
BT Distance Education  
Educational Media  
Radio  
NT Radio Schools  
RT Audiovisual Media  
Educational Broadcasting  
Educational Television  
Mass Education  
Open Broadcasting  
Out of School Education  
Radio Dramas  
Radio Forums

Educational Reform  
USE EDUCATIONAL CHANGE

EDUCATIONAL RESEARCH  
BT Research  
RT Education  
Educational Development  
Educational Innovations  
Educational Technology  
Field Research

Educational Resources Information  
Center  
USE ERIC

EDUCATIONAL TECHNOLOGY  
SN Use of equipment-oriented  
techniques or audiovisual  
aids in educational  
settings  
UF Instructional Technology  
BT Technology  
RT Audiovisual Media  
Computer Assisted Instruction  
Education  
Educational Development  
Educational Equipment  
Educational Innovations  
Educational Media  
Educational Research  
Multimedia  
Programmed Instruction

EDUCATIONAL TELEVISION  
UF ETV  
Instructional Television  
ITV  
Telecourses  
BT Distance Education  
Educational Media  
Television  
RT Audiovisual Media  
Closed Circuit Television  
Educational Broadcasting  
Educational Films  
Educational Radio  
Mass Education  
Out of School Education

EDUCATIONAL THEORIES  
RT Education  
Educational Philosophy

EGYPT (ID)  
BT North Africa

RT Middle East

UF TELEMAIL (Trademark)  
RT Computer Conferencing

#### ELECTRONIC BLACKBOARDS

SN Systems that communicate  
speech, writing, and visual  
images from a writing tablet  
to a television screen  
UF Teleboards  
Telewriting  
BT Educational Media  
RT Telelectures

#### ELECTRONICS

NT Microelectronics  
RT Electronic Equipment

Elementary Education  
USE PRIMARY EDUCATION

#### ELECTRONIC DATA PROCESSING

SN Systematic handling,  
manipulation, and  
computation of information  
by machines  
UF EDP  
RT Automation  
Computer Languages  
Computer Programming  
Computers  
Computer Sciences  
Data Transmission  
Electronic Equipment

#### EL SALVADOR (ID)

BT Central America  
Latin America

#### EMERGENCY RELIEF

BT Social Services

#### EMPLOYMENT

RT Employment Opportunities  
Manpower Needs  
Unemployment

#### ELECTRONIC EQUIPMENT

BT Equipment  
NT Audio Equipment  
Computers  
Tape Recorders  
Video Equipment  
RT Electronic Data Processing  
Electronics  
Facsimile Reproduction  
Radio  
Telecommunications  
Teleconferencing  
Television

#### EMPLOYMENT OPPORTUNITIES

SN Available remunerative work,  
as well as the outlook  
or trend in particular  
occupations or industries  
at a given time  
RT Employment  
Manpower Needs

#### ELECTRONIC MAIL

SN Communication system which  
electronically transmits  
information over distance  
using computer networks

#### ENCYCLOPEDIAS (PT)

BT Reference Materials

England

USE UNITED KINGDOM



ENGLISH SPEAKING AFRICA (ID)

UF Anglophone Africa  
BT Africa  
NT Botswana  
Gambia  
Ghana  
Kenya  
Lesotho  
Liberia  
Malawi  
Mauritius  
Namibia  
Nigeria  
Sierra Leone  
South Africa R  
Swaziland  
Tanzania  
Uganda  
Zambia  
Zimbabwe

ENVIRONMENT

RT Conservation  
Desertification  
Forestry  
Natural Resources  
Reforestation  
Soil Erosion  
Water Supply

EQUATORIAL GUINEA (ID)  
BT Central Africa

EQUIPMENT

NT Educational Equipment  
Electronic Equipment  
Photographic Equipment  
Projection Equipment

ERIC (ID)

UF Educational Resources  
Information Center

ESSAYS (PT)

SN Short, analytic,  
interpretive, or  
critical literary  
composition,  
usually in prose

Estudios Centroamericanos  
USE ECA

ETHICS

RT Codes of Ethics  
Standards

ETHIOPIA (ID)  
BT East Africa

ETV

USE EDUCATIONAL TELEVISION

EUROPE (ID)

NT Eastern Europe  
Western Europe  
RT EBU

European Broadcasting Union  
USE EBU

EVALUATION

SN Appraising persons, projects,  
or organizations in  
relation to stated criteria  
or standards  
NT Pretesting  
Project Evaluation  
Skills Analysis  
RT Evaluation Research

## Research

### EVALUATION RESEARCH

BT Research  
RT Evaluation

### Experimentation USE EXPERIMENTS

#### EXPERIMENTS

UF Experimentation  
BT Research Methods  
RT Research  
Studies

#### EXTENSION AGENTS

SN Representatives from  
an outreach program  
who offer assistance  
at the local level  
BT Field Workers  
RT Agricultural Extension  
Change Agents  
Extension Services  
Facilitators

#### EXTENSION EDUCATION

SN Instructional activities of  
educational institutions,  
directed to clientele  
beyond immediate student  
body  
UF University Extension  
BT Education  
RT Adult Education  
Continuing Education  
Correspondence Education  
Extension Services  
Higher Education  
Open Universities  
Out of School Education

#### EXTENSION SERVICES

SN Outreach programs usually  
directed to clientele  
outside the mainstream of  
social development such as  
the poor, the farmer, etc.  
BT Social Services  
NT Agricultural Extension  
RT Extension Agents  
Extension Education

#### EXTERNAL BROADCASTING

SN Radio or television  
transmission (from  
the viewpoint of the  
broadcasting nation)  
to a foreign country  
BT International Broadcasting  
RT Cross Cultural Broadcasting  
Cultural Domination  
Foreign Broadcasting  
Free Flow of Information  
Propaganda

#### Face to Face Communication USE INTERPERSONAL COMMUNICATION

#### FACILITATORS

SN Local leaders who act as  
community teachers or  
consciousness raisers to  
present information  
campaigns or to promote  
social change  
UF Animateurs  
RT Change Agents  
Consciousness Raising  
Extension Agents  
Field Workers  
Local Participation

#### FACILITIES

NT Educational Facilities

#### FACSIMILE REPRODUCTION

UF Telefacsimile  
BT Telecommunications  
RT Data Transmission  
Electronic Equipment  
Information Networks  
Photocopying  
Telephone Systems  
Videotex

#### FAMILY

RT Adolescents  
Children  
Family Planning  
Siblings

#### FAMILY PLANNING

SN Voluntary regulation of  
the spacing and number  
of births in a family,  
including counseling  
to assist in  
such planning  
UF Planned Parenthood  
BT Planning  
NT Birth Control  
RT Contraception  
Family  
Family Planning Education  
Family Planning Programs  
Fertility  
Mother Child Health  
Population

#### FAMILY PLANNING EDUCATION

SN Informal education of  
adults by family  
planning personnel to  
encourage family planning;  
includes clinic and  
postpartum education,  
and health and  
nutrition education  
BT Nonformal Education

RT Family Planning  
Family Planning Programs  
Health Education  
Home Economics Education  
Nutrition Education  
Sex Education

#### FAMILY PLANNING PROGRAMS

BT Programs  
RT Family Planning  
Family Planning Education

#### FAO (ID)

UF Food and Agricultural  
Organization of the  
United Nations

BT UN

#### FAR EAST (ID)

BT Asia  
NT China  
Hong Kong  
Japan  
Korea DPR  
Korea R  
Mongolia  
Taiwan

#### FEEDBACK

SN Response within a system  
that returns to the input  
a part of the output, thus  
influencing the continued  
activity or productivity  
of that system  
RT Audience Research  
Behavior  
Computer Assisted Instruction  
Cybernetics  
Feedforward  
Motivation  
Programmed Instruction  
Reinforcement

## FEEDFORWARD

- SN Mechanism for informing policy makers and research institutions about the needs of their beneficiaries (unlike feedback, this occurs before policies are made or new techniques are developed)
- RT Feedback  
Needs Assessment

## FERTILITY

- RT Family Planning

## FIELD RESEARCH

- SN Social science research done at the community level to collect first hand data on a situation or problem
- UF Field Study
- BT Research
- RT Audience Research  
Educational Research  
Field Work  
Needs Assessment  
Research Methods

## Field Study

- USE FIELD RESEARCH

## FIELD WORK

- SN Activities performed at the local level to assist a community with development projects
- RT Field Research  
Field Workers

## FIELD WORKERS

- SN Individuals who offer assistance at the community level
- NT Extension Agents

- RT Change Agents  
Facilitators  
Field Work

- FIJI (ID)
- BT Oceania

- Filmmaking
- USE FILM PRODUCTION

## FILM PRODUCTION

- UF Filmmaking
- BT Production Techniques
- NT Animation
- RT Copyright Laws  
Editing  
Films  
Photographic Equipment  
Radio Production  
Script Writing  
Special Effects  
Television Production

## FILMS

- UF Cinema  
Movies
- BT Mass Media
- NT Documentary Films  
Educational Films  
Filmstrips
- RT Film Production  
Projection Equipment  
Theater Arts

## FILMSTRIPS

- BT Films  
Visual Media

## FINANCING

- UF Funding
- RT Aid Programs

Costs

FINE ARTS

SN Any of the arts  
for which aesthetic  
purposes are primary  
or uppermost  
BT Art  
NT Dance  
Graphic Arts  
Music  
Theater Arts

FINLAND (ID)  
BT. Western Europe

FLIP CHARTS

BT Visual Media  
RT Charts

FLORIDA STATE UNIVERSITY (ID)

FOLK DANCES

BT Dance  
Folk Media  
RT Folk Dramas  
Folk Songs

FOLK DRAMAS

BT Dramas  
Folk Media  
RT Folk Dances  
Folk Operas  
Folk Songs  
Puppetry  
Staging

FOLK MEDIA

SN Traditional communication

channels, such as drama,  
song, dance, puppetry,  
and story telling;  
sometimes used to  
carry a social message

UF Traditional Media  
NT Folk Dances  
Folk Dramas  
Folk Operas  
Folk Songs  
Puppetry  
Story Telling  
RT Traditional Culture

FOLK OPERAS

BT Folk Media  
RT Folk Dramas  
Folk Songs

FOLK SONGS

BT Folk Media  
Music  
RT Folk Dances  
Folk Dramas  
Folk Operas  
Puppetry

Food and Agricultural Organization  
of the United Nations  
USE FAO

FOOD PRODUCTION

RT Agricultural Development  
Agricultural Research  
Food Spoilage  
Food Storage

FOOD SPOILAGE

RT Food Production  
Food Storage  
Malnutrition

FOOD STORAGE  
RT Food Production  
Food Spoilage

FORD FOUNDATION (ID)

FOREIGN BROADCASTING  
SN Radio or television  
transmission (from  
the viewpoint of the  
receiving nation)  
coming from a foreign  
nation  
BT International Broadcasting  
RT Cross Cultural Broadcasting  
Cultural Domination  
External Broadcasting  
Foreign Press  
Free Flow of Information  
Propaganda

FOREIGN PRESS  
BT Press  
RT Cultural Domination  
Foreign Broadcasting  
Free Flow of Information

FOREST PRODUCTS  
RT Forestry

FORESTRY  
SN Science of developing,  
caring for, or cultivating  
forests; management  
of growing timber  
RT Agriculture  
Environment  
Forest Products  
Natural Resources  
Reforestation

Fotonovelas  
USE PHOTONOVELS

FRANCE (ID)  
BT Western Europe

Francophone Africa  
USE FRENCH SPEAKING AFRICA

FREEDOM OF INFORMATION  
BT Civil Liberties  
RT Censorship  
Freedom of the Press

FREEDOM OF THE PRESS  
BT Civil Liberties  
RT Censorship  
Freedom of Information  
Journalism

FREE FLOW OF INFORMATION  
SN Information flow without  
restraint between all  
nations; a concept supported  
by the United States, but  
opposed by other nations as  
one-way dissemination  
without regard for  
cultural and national needs  
RT Access to Information  
Agenda Setting  
Censorship  
Cultural Domination  
External Broadcasting  
Foreign Broadcasting  
Foreign Press  
Information Transfer  
International Broadcasting  
New International Information Order  
News Agencies

FRENCH SPEAKING AFRICA (ID)

UF Francophone Africa  
BT Africa  
NT Algeria  
Benin  
Cameroon  
Central African Republic  
Chad  
Congo PR  
Gabon  
Guinea  
Ivory Coast  
Madagascar  
Mali  
Mauritania  
Morocco  
Niger  
Rwanda  
Senegal  
Togo  
Tunisia  
Upper Volta  
Zaire

FREQUENCY ALLOCATIONS

SN Assignment of bands on the  
frequency spectrum to  
broadcasting organizations  
RT Broadcasting

Funding  
USE FINANCING

GABON (ID)

BT Central Africa  
French Speaking Africa

GAMBIA (ID)

BT English Speaking Africa  
Sahel  
West Africa

GAMES

SN Individual or group games  
that have cognitive,  
social, or behavioral  
dimensions which are  
related to educational  
or developmental  
objectives  
BT Educational Media

GATEKEEPERS

SN Intermediary agents  
used in the  
transfer of information  
RT Information Dissemination

GERMANY DR (ID)

SN German Democratic Republic  
UF East Germany  
BT Eastern Europe

GERMANY FR (ID)

SN Germany, Federal Republic of  
UF West Germany  
BT Western Europe

GHANA (ID)

BT English Speaking Africa  
West Africa

Gilbert Islands

USE KIRIBATI

GOVERNMENT POLICIES

NT Communication Policies  
Development Policies  
RT Policy Making

GRAPHIC ARTS

BT Fine Arts  
NT Drawings  
RT Diagrams

GRAPHS

BT Visual Media  
RT Charts  
Illustrations

Great Britain  
USE UNITED KINGDOM

GREECE (ID)  
BT Western Europe

GROSS NATIONAL PRODUCT

SN Use in connection with  
annual total output  
of goods and  
services of a country;  
to be distinguished from  
national income  
BT Economic Indicators

GROUP DISCUSSIONS

RT Radio Forums  
Teleclubs

GROUP INSTRUCTION

BT Teaching Methods  
RT Individualized Instruction  
Radio Schools

GUAM (ID)  
BT Oceania

GUATEMALA (ID)

BT Central America  
Latin America

GUINEA (ID)  
BT French Speaking Africa  
West Africa

GUYANA (ID)  
BT South America

HAITI (ID)  
BT Caribbean

Handbooks  
USE MANUALS

HANDICAPPED  
RT Vocational Rehabilitation

HARDWARE

SN Mechanical equipment  
necessary for an activity,  
as distinguished from the  
equipment's content material  
RT Software

HEALTH

NT Mother Child Health  
RT Diseases  
Health Education  
Health Problems  
Health Services  
Nutrition  
Telemedicine

Health Care  
USE HEALTH SERVICES



#### HEALTH EDUCATION

BT Nonformal Education  
NT Sex Education  
RT Family Planning Education  
Health  
Health Problems  
Home Economics Education  
Nutrition Education  
Paramedical Personnel  
Primary Health Care  
Sanitation Improvement

#### HEALTH PROBLEMS

BT Social Problems  
NT Malnutrition  
RT Diseases  
Health  
Health Education  
Health Services  
Sanitation Improvement

#### HEALTH SERVICES

UF Health Care  
BT Social Services  
NT Primary Health Care  
RT Health  
Health Problems  
Paramedical Personnel  
Telemedicine

#### HIGHER EDUCATION

SN All education beyond  
the secondary level  
leading to a formal  
degree  
BT Education  
NT Medical Education  
Open Universities  
RT Extension Education

Holland  
USE NETHERLANDS

#### HOME ECONOMICS EDUCATION

BT Education  
RT Family Planning Education  
Health Education  
Nutrition Education

#### HONDURAS (ID)

BT Central America  
Latin America

#### HONG KONG (ID)

BT Far East

#### HUNGARY (ID)

BT Eastern Europe

#### HUNGER

BT Social Problems  
RT Malnutrition  
Poverty

#### IBE (ID)

UF International Bureau of Education  
BT UNESCO

#### IBRD

USE WORLD BANK

#### IDB (ID)

UF Inter American Development Bank  
RT ADB  
Caribbean  
South America  
World Bank

IDRC (ID)  
UF International Development  
Research Centre

IFAP (ID)  
UF International Federation of  
Agricultural Producers

IIC (ID)  
UF International Institute of  
Communications

IIEP (ID)  
UF International Institute for  
Educational Planning  
BT UNESCO

ILLITERACY  
BT Social Problems  
RT Basic Education  
Literacy

ILLUSTRATIONS  
BT Visual Media  
RT Diagrams  
Graphs  
Photographs

IMAGE RECORDERS  
SN Machines that transfer  
into print remote sensing  
pictures received from  
satellites  
RT Remote Sensing  
Satellites

IMCH (ID)  
UF Institute of Maternal and Child

Health  
RT Philippines

Incentives  
USE MOTIVATION

INCIDENTAL LEARNING  
SN Knowledge acquired  
fortuitously in an  
informal situation rather  
than as part of a planned  
educational experience  
BT Learning

INDEXES (PT)  
BT Reference Materials  
RT Directories  
Thesauri

INDIA (ID)  
BT Southwest Asia  
RT SITE

INDICATORS  
SN Set of data that serves as  
tool to analyze current or  
future conditions  
NT Economic Indicators  
Social Indicators

INDIVIDUALIZED INSTRUCTION  
BT Teaching Methods  
RT Autoinstructional Programs  
Computer Assisted Instruction  
Group Instruction  
Learning Modules  
Programmed Instruction  
Special Education

INDONESIA (ID)

BT Southeast Asia

#### INDUSTRIALIZATION

SN Use for the initial stages of industrial development

RT Automation  
Industry  
Modernization  
Technological Change  
Technology Transfer

#### INDUSTRY

NT Publishing Industry  
Small Scale Industry

RT Industrialization  
Technology

#### INFANT NUTRITION

BT Nutrition

RT Breastfeeding  
Children  
Mother Child Health

#### INFORMATION CAMPAIGNS

SN Mass education, usually organized by a government agency, to inform and persuade the population on a specific social issue

UF Mass Campaigns  
Media Campaigns

RT Advertisements  
Announcements  
Mass Communication  
Mass Education  
Posters  
Radio Forums  
Social Marketing

#### INFORMATION CENTERS

SN Facilities that provide a variety

of information services

NT Archives  
Libraries

RT Information Dissemination  
Information Networks  
Information Services

#### INFORMATION DISSEMINATION

NT Advertisements  
Announcements

RT Access to Information  
Broadcasting  
Diffusion of Innovations  
Gatekeepers  
Information Centers  
Information Networks  
Information Services  
Mass Media

#### INFORMATION NETWORKS

SN Information systems linked by communication for information exchange

BT Networks

RT Communication Satellites  
Communication Systems  
Facsimile Reproduction  
Information Centers  
Information Dissemination  
Information Services  
Information Transfer  
Teleconferencing

#### INFORMATION RETRIEVAL

SN Techniques used to recover specific information from large quantities of stored data

RT Data Bases  
Information Sciences  
Information Services

#### INFORMATION SCIENCES

SN Study of the properties  
of information, its  
generation, communication,  
transfer, storage,  
and use  
NT Computer Sciences  
RT Cybernetics  
Information Retrieval  
Information Services

provide on the job  
instruction to professional  
persons (in fields other  
than teaching)  
UF Inservice Training  
BT Education  
RT Continuing Education  
Inservice Teacher Education

INFORMATION SEEKING  
RT Continuing Education  
Problem Solving

INSERVICE TEACHER EDUCATION  
UF Inservice Teacher Training  
BT Teacher Education  
RT Inservice Education

INFORMATION SERVICES  
NT Data Bases  
Videotex  
RT Access to Information  
RT Information Centers  
Information Dissemination  
Information Networks  
Information Retrieval  
Information Sciences  
Libraries

Inservice Teacher Training  
USE INSERVICE TEACHER EDUCATION

Inservice Training  
USE INSERVICE EDUCATION

INFORMATION TRANSFER  
RT Communication  
Diffusion of Innovations  
Free Flow of Information  
Information Networks  
New International Information Order

Institute of Maternal and Child  
Health  
USE IMCH

Instruction  
USE TEACHING

INNOTECH (ID)  
UF Regional Center for Educational  
Innovation and Technology

Instructional Media  
USE EDUCATIONAL MEDIA

Innovations  
USE EDUCATIONAL INNOVATIONS

Instructional Radio  
USE EDUCATIONAL RADIO

INSERVICE EDUCATION  
SN Educational programs to

Instructional Technology  
USE EDUCATIONAL TECHNOLOGY

Instructional Television  
USE EDUCATIONAL TELEVISION

INTEGRATED DEVELOPMENT

SN Systematic cooperation  
between various development  
programs or government  
agencies to form a  
comprehensive development  
strategy  
BT Development  
RT Community Development

INTELSAT (ID)

UF International Telecommunication  
Satellite Consortium

INTERACTIVE COMMUNICATION

UF Two Way Communication  
BT Communication Systems  
NT Interactive Radio  
Interactive Television  
RT Teleconferencing  
Telemedicine

INTERACTIVE RADIO

UF Two Way Radio  
BT Interactive Communication  
Radio  
RT Interactive Television

INTERACTIVE TELEVISION

SN Bidirectional cable television  
UF Two Way Television  
BT Interactive Communication  
Television  
RT Cable Television  
Interactive Radio  
Viewdata

Inter American Development Bank  
USE IDB

INTER AMERICAN FOUNDATION (ID)

INTERCULTURAL COMMUNICATION

SN Communication between people of  
different cultures  
UF Cross Cultural Communication  
BT Communication  
NT Cross Cultural Broadcasting  
RT International Communication

INTERNAL MIGRATION

BT Migration  
RT Urban Population

International Bank for Reconstruction  
and Development  
USE WORLD BANK

INTERNATIONAL BROADCASTING

SN Radio or television  
transmission sent  
from one country to  
another  
BT Broadcasting  
International Communication  
NT Cross Cultural Broadcasting  
External Broadcasting  
Foreign Broadcasting  
RT Free Flow of Information  
New International Information Order  
Propaganda

International Bureau of Education  
USE IBE

INTERNATIONAL COMMUNICATION

SN Communication across national  
borders  
BT Communication  
NT International Broadcasting  
RT Intercultural Communication

INTERNATIONAL COOPERATION  
NT Cultural Cooperation

International Development Research  
Centre  
USE IDRC

International Federation of  
Agricultural Producers  
USE IFAP

International Institute for  
Educational Planning  
USE IIEP

International Institute of  
Communications  
USE IIC

INTERNATIONAL STANDARDS  
BT Standards

International Telecommunication  
Satellite Consortium  
USE INTELSAT

International Telecommunication  
Union  
USE ITU

INTERPERSONAL COMMUNICATION  
SN Direct communication between  
two or more people in which  
immediate feedback is available  
UF Face to Face Communication  
BT Communication  
RT Interpersonal Networks

INTERPERSONAL NETWORKS  
SN Informal chains of direct  
communication among  
a given population  
that follow  
traditional patterns  
BT Networks  
RT Interpersonal Communication

INTERVIEWS  
RT Data Collection  
Questionnaires  
Surveys

IRAN (ID)  
BT Southwest Asia  
RT Middle East

IRAQ (ID)  
BT Middle East

IRELAND (ID)  
BT Western Europe

IRRIGATION  
RT Agricultural Development  
Desertification  
Water Supply

ISLAM (ID)

ISRAEL (ID)  
BT Middle East

ITALY (ID)  
BT Western Europe

ITU (ID)  
UF International Telecommunication  
Union

ITV  
USE EDUCATIONAL TELEVISION

IVORY COAST (ID)  
BT French Speaking Africa  
West Africa

JAMAICA (ID)  
BT Caribbean

JAPAN (ID)  
BT Far East

JCET (ID)  
UF Joint Council on Educational  
Telecommunications

Joint Council on Educational  
Telecommunications  
USE JCET

JORDAN (ID)

BT Middle East

Journals  
USE PERIODICALS

JOURNALISM  
RT Editing  
Freedom of the Press  
Newspapers  
Periodicals  
Press  
Radio  
Television

KAMPUCHEA D (ID)  
UF Cambodia  
Khmer Republic  
BT Southeast Asia

KENYA (ID)  
BT East Africa  
English Speaking Africa

Khmer Republic  
USE KAMPUCHEA D

KIRIBATI (ID)  
UF Gilbert Islands  
BT Oceania

KOREA DPR (ID)  
UF North Korea  
BT Far East

KOREA R (ID)  
UF South Korea  
BT Far East

KUWAIT (ID)  
BT Middle East

Labor Unions  
USE TRADE UNIONS

Lactation  
USE BREASTFEEDING

LAND SETTLEMENT  
SN Colonization of rural  
peoples in virgin or  
reclaimed territories  
RT Agricultural Development  
Rural Development

LANGUAGE  
NT Computer Languages  
RT Language Barriers

LANGUAGE BARRIERS  
BT Communication Barriers  
RT Language

LAOS (ID)  
BT Southeast Asia

LATIN AMERICA (ID)  
BT Americas  
NT Argentina  
Bolivia  
Brazil  
Colombia  
Costa Rica  
Cuba  
Dominican Republic

Ecuador  
El Salvador  
Guatemala  
Honduras  
Mexico  
Nicaragua  
Panama  
Paraguay  
Peru  
Puerto Rico  
Uruguay  
RT Caribbean  
Central America  
South America

LAWS  
SN Rules of conduct  
established by  
authority, society,  
or custom  
BT Standards  
NT Copyright Laws  
RT Regulations

LDC  
USE DEVELOPING COUNTRIES

League for International Food  
Education  
USE LIFE

LEARNING  
SN Process of acquiring  
knowledge, attitudes,  
or skills from study,  
instruction, or experience  
NT Incidental Learning  
Visual Learning  
RT Cognitive Processes  
Education

LEARNING MODULES  
SN Packets of programmed



teaching material  
providing a  
sequence of learning  
activity

UF Modules  
BT Teaching Aids  
RT Computer Assisted Instruction  
Individualized Instruction  
Programmed Instruction  
Teaching Methods

Libyan Arab Jamahiriya  
USE LIBYA AR

LIFE (ID)  
UF League for International  
Food Education

Learning Style  
USE COGNITIVE STYLE

Lifelong Education  
USE CONTINUING EDUCATION

LESOTHO (ID)  
BT English Speaking Africa  
Southern Africa

Lifelong Learning  
USE CONTINUING EDUCATION

Less Developed Countries  
USE DEVELOPING COUNTRIES

Listener Research  
USE AUDIENCE RESEARCH

LIBERIA (ID)  
BT English Speaking Africa  
West Africa

Listening Groups  
USE RADIO FORUMS

LIBRARIES  
SN Institutions housing  
collections of  
information resources  
usually providing  
assistance to users  
BT Information Centers  
RT Archives  
Audiovisual Centers  
Information Services

LITERACY  
BT Basic Education  
NT Reading  
RT Illiteracy  
Numeracy  
Reading Instruction  
Reading Materials  
Reading Skills

LIBYA AR (ID)  
UF Libyan Arab Jamahiriya  
BT North Africa

LOCAL BROADCASTING  
BT Broadcasting  
RT New International Information Order  
Participatory Media

LOCAL PARTICIPATION  
SN Involving the local  
population in the

planning and implementation  
of development projects

BT Participation  
RT Facilitators  
Participatory Media  
Pretesting  
Self Help Projects  
Self Reliance

MADAGASCAR (ID)  
UF Malagasy Republic  
BT French Speaking Africa  
Southern Africa

Magazines  
USE PERIODICALS

MAGNETIC TAPE CASSETTES  
UF Cassettes (Tape)  
BT Magnetic Tapes  
NT Audiocassettes  
Videocassettes  
RT Tape Recorders  
Tape Recordings

MAGNETIC TAPES  
SN Tapes coated on one side  
with a magnetic oxide  
on which data is stored;  
used for recording video,  
audio, or computer data  
NT Magnetic Tape Cassettes  
RT Tape Recorders  
Tape Recordings

Malagasy Republic  
USE MADAGASCAR

MALAWI (ID)  
BT English Speaking Africa  
Southern Africa

MALAYSIA (ID)  
BT Southeast Asia

MALI (ID)  
BT French Speaking Africa  
Sahel  
West Africa

MALNUTRITION  
BT Health Problems  
RT Food Spoilage  
Hunger  
Nutrition

MANPOWER NEEDS  
SN Need for trained workers  
in various industries  
RT Employment  
Employment Opportunities  
Skilled Workers

MANUALS (PT)  
SN Books designed to give  
instruction in specific  
subjects and in the use  
of specific equipment  
UF Handbooks  
Training Manuals  
BT Secondary Documents  
Teaching Aids  
RT Books

MARITAL STATUS

MARKETING  
SN Planning and controlling  
of programs designed to  
bring about desired

exchanges with  
specific markets  
NT Social Marketing  
RT Advertisements

Mass Campaigns  
USE INFORMATION CAMPAIGNS

#### MASS COMMUNICATION

SN Communication to an  
anonymous, heterogeneous  
audience through media  
such as radio,  
television, newspapers, etc.  
BT Communication  
RT Information Campaigns  
Mass Media

#### MASS EDUCATION

SN Large scale activities  
aimed at disseminating  
information to or  
influencing the opinions  
of the general public  
UF Mass Instruction  
BT Education  
RT Adult Education  
Educational Radio  
Educational Television  
Information Campaigns  
Mass Media  
Posters  
Social Marketing  
Teaching Methods

Mass Instruction  
USE MASS EDUCATION

#### MASS MEDIA

SN Systems or instruments  
of communication  
intended to reach  
general and geographically

dispersed audiences  
simultaneously  
BT Media  
NT Alternative Media  
Films  
Print Media  
Radio  
Television  
RT Agenda Setting  
Broadcasting  
Information Dissemination  
Mass Communication  
Mass Education  
Press

#### MATERIALS DEVELOPMENT

SN Creation of instructional  
material  
RT Curriculum Development  
Educational Media  
Reading Materials

#### MAURITANIA (ID)

BT French Speaking Africa  
Sahel  
West Africa

#### MAURITIUS (ID)

BT English Speaking Africa  
Southern Africa

#### MECHANICAL SKILLS

BT Skills  
RT Apprenticeships  
Skilled Workers  
Vocational Education

#### MEDIA

UF Communication Media  
NT Educational Media  
Mass Media  
Participatory Media  
RT Communication

Media Practitioners  
Multimedia

Media Campaigns  
USE INFORMATION CAMPAIGNS

#### MEDIA PRACTITIONERS

SN Persons who specialize  
in the development,  
organization, and  
application of various  
types of media

RT Communication Training  
Media

#### MEDICAL EDUCATION

BT Higher Education

#### MESSAGE DESIGN

RT Advertisements  
Announcements  
Pretesting

#### MEXICO (ID)

BT Latin America  
North America

#### MICHIGAN STATE UNIVERSITY (ID)

#### MICROELECTRONICS

BT Electronics

#### MICROTEACHING

SN Method of teacher training  
in which simulated teaching  
sessions (often videotaped)  
are used to develop and  
analyze trainees'  
specific teaching  
skills and behaviors

BT Teaching Methods

RT Student Teaching  
Teacher Education  
Videotape Recordings

#### MIDDLE EAST (ID)

UF Near East

NT Cyprus

Iraq

Israel

Jordan

Kuwait

Qatar

Saudi Arabia

Syria

Turkey

Yemen

RT Afghanistan

Egypt

Iran

#### MIDWIVES

BT Paramedical Personnel

RT Mother Child Health  
Nurses

#### MIGRATION

NT Internal Migration

RT Demography

Nomads

Transport

#### Mobile Classrooms

USE MOBILE TRAINING UNITS

#### MOBILE TRAINING UNITS

SN Readily movable vehicles  
or attachments to vehicles  
that are used as classrooms

UF Mobile Classrooms

BT Educational Facilities

MODELS

- SN Representations of an object, principle, or idea, often used in imitation or emulation
- NT Teaching Models
- RT Research Methods  
Systems Analysis

- satisfy a need or attain a goal
- UF Incentives  
Motivation Factors
- RT Behavior  
Consciousness Raising  
Feedback  
Motivation Techniques  
Reinforcement  
Self Actualization

MODERNIZATION

- RT Cultural Changes  
Economic Development  
Industrialization  
Social Development  
Technological Change  
Technology Transfer

- Motivation Factors
- USE MOTIVATION

MOTIVATION TECHNIQUES

- NT Consciousness Raising
- RT Motivation

Modules

USE LEARNING MODULES.

- Movies
- USE FILMS

MONGOLIA (ID)

- BT Far East

MOZAMBIQUE (ID)

- BT Southern Africa

MOROCCO (ID)

- BT French Speaking Africa  
North Africa

MULTIMEDIA

- RT Audiovisual Centers  
Educational Media  
Educational Technology  
Media

MOTHER CHILD HEALTH

- BT Health
- RT Breastfeeding  
Children  
Family Planning  
Infant Nutrition  
Midwives  
Nutrition

MUSIC

- BT Fine Arts
- NT Folk Songs
- RT Dance  
Theater Arts

MOTIVATION

- SN Forces that initiate, direct, and sustain individual or group behavior in order to

NAEB (ID)

- UF National Association of Educational Broadcasters

NAMIBIA (ID)  
UF South West Africa  
BT English Speaking Africa  
Southern Africa

National Association of  
Educational Broadcasters  
USE NAEB

National Institutes of Health  
USE NIH

NATURAL RESOURCES

RT Conservation  
Desertification  
Environment  
Forestry  
Reforestation  
Soil Erosion  
Water Supply

Near East  
USE MIDDLE EAST

NEEDS ASSESSMENT

SN Study of the needs of  
a group toward which you  
are directing a message  
through film, radio, or  
other mass media  
RT Audience Research  
Basic Needs  
Feedforward  
Field Research  
Planning  
Policy Making  
Poverty  
Surveys  
Systems Analysis

NEPAL (ID)  
BT Southwest Asia

NETHERLANDS (ID)  
UF Holland  
BT Western Europe

NETWORKS

SN Series of points  
interconnected by  
communication channels  
(note: very general term,  
use in postcombination  
with other terms)  
NT Information Networks  
Interpersonal Networks  
RT Decentralization  
Diffusion of Innovations  
Telecommunications

New Guinea  
USE PAPUA NEW GUINEA

NEW INTERNATIONAL INFORMATION ORDER

SN Attempt to establish new  
patterns of communication flow  
by developing local media and  
national news agencies to  
counteract the cultural  
domination of the media by  
certain industrialized nations  
RT Communication Policies  
Cultural Domination  
Free Flow of Information  
Information Transfer  
International Broadcasting  
Local Broadcasting  
News Agencies  
Participatory Media

NEW ZEALAND (ID)

BT Oceania

NIH (ID)  
UF National Institutes of Health

NEWS.

RT News Agencies

NOMADS

RT Migration

NEWS AGENCIES

UF Wire Services  
RT Agenda Setting  
Free Flow of Information  
New International Information Order  
News  
Newspapers  
Press

NONFORMAL EDUCATION

SN Organized learning programs outside the formal schooling system, serving other than traditional school-age populations, or employing methods other than classroom instruction; tends to be oriented toward immediate and practical objectives to meet basic human needs

NEWSLETTERS (PT)

BT Periodicals

BT Education

NT Family Planning Education

Health Education

Nutrition Education

RT Adult Education

Basic Education

Continuing Education

Out of School Education

Radio Forums

Vocational Education

Womens Education

NEWSPAPERS

BT Print Media

RT Editing

Journalism

News Agencies

Press

NICARAGUA (ID)

BT Central America  
Latin America

NORTH AFRICA (ID)

BT Africa

NT Algeria

Egypt

Libya AR

Morocco

Tunisia

NIGER (ID)

BT French Speaking Africa  
Sahel  
West Africa

NORTH AMERICA (ID)

BT Americas

NT Canada

Mexico

USA

NIGERIA (ID)

BT English Speaking Africa  
West Africa

North Korea  
USE KOREA DPR

NORWAY (ID)  
BT Western Europe

#### NUMERACY

SN Ability to handle  
simple arithmetic  
BT Basic Education  
RT Literacy

#### NURSES

BT Paramedical Personnel  
RT Midwives

#### NUTRITION

NT Infant Nutrition  
RT Diet  
Health  
Malnutrition  
Mother Child Health  
Nutrition Education

#### NUTRITION EDUCATION

BT Nonformal Education  
RT Family Planning Education  
Health Education  
Home Economics Education  
Nutrition  
Primary Health Care

#### OAS (ID)

UF Organization of American  
States

#### OBSTACLES TO DEVELOPMENT

RT Attitudes

Communication Barriers  
Development  
Economic Constraints  
Economic Development  
Resistance to Change  
Social Development

#### OCEANIA (ID)

NT American Samoa  
Australia  
Fiji  
Guam  
Kiribati  
New Zealand  
Papua New Guinea  
Solomon Islands  
Tonga  
Trust Territories  
Western Samoa

#### ODC (ID)

UF Overseas Development Council

#### OECD (ID)

UF Organization for Economic  
Cooperation and Development

#### OFFSET PRINTING

SN Process in which an  
inked impression from  
a plate is made on a  
cylinder and then  
transferred to paper  
BT Printing  
RT Photocomposition

#### OPEN BROADCASTING

SN Programming strategy combining  
entertainment and education  
so as to capture a mass  
audience who would not  
listen to traditional  
educational radio



BT Broadcasting  
RT Educational Radio  
Radio Programs

RT Adult Education  
Continuing Education  
Educational Radio  
Educational Television  
Extension Education  
Nonformal Education

#### OPEN UNIVERSITIES

SN Higher education  
institutions with  
open admission policies  
that feature external  
degree programs and  
often use nontraditional  
delivery systems

BT Higher Education  
RT Adult Education  
Extension Education

Out of School Youth  
USE SCHOOL LEAVERS

Overseas Development Council  
USE ODC

#### OPINION LEADERS

SN Individuals who by virtue  
of education, access to  
media, or personal knowledge,  
command respect in the  
community and influence  
public opinion

RT Agenda Setting  
Public Opinion

PAHO (ID)  
UF Pan American Health Organization  
BT WHO

PAKISTAN (ID)  
BT Southwest Asia

ORACLE (Trademark)  
USE TELETEXT

Pamphlets  
USE BOOKLETS

Organization for Economic  
Cooperation and Development  
USE OECD

PANAMA (ID)  
BT Central America  
Latin America

Organization of American States  
USE OAS

Pan American Health Organization  
USE PAHO

OUT OF SCHOOL EDUCATION  
SN Educational activity  
other than  
traditional schooling  
BT Education

PAPUA NEW GUINEA (ID)  
UF New Guinea  
BT Oceania

PARAGUAY (ID)

BT Latin America  
South America

PEACE CORPS (ID)

PARAMEDICAL PERSONNEL

SN Auxiliary, support  
personnel trained in  
patient services to  
supplement the functions of  
professional medical  
personnel  
NT Barefoot Doctors  
Midwives  
Nurses  
RT Health Education  
Health Services  
Primary Health Care  
Telemedicine

PERCEPTION

SN Process of becoming  
aware of objects,  
qualities, or relations  
via the sensory organs  
(do not confuse with  
"attitudes")  
BT Cognitive Processes  
NT Visual Perception

Perceptual Style  
USE COGNITIVE STYLE

PARTICIPATION

SN Having a share in the  
planning, implementation,  
and evaluation of  
projects and programs  
which directly  
affect the participant  
BT Behavior  
NT Local Participation

Performing Arts  
USE THEATER ARTS

PARTICIPATORY MEDIA

SN Communication modes which  
are designed, produced, and  
maintained by the local  
population using local  
resources  
BT Media  
RT Appropriate Technology  
Local Broadcasting  
Local Participation  
New International Information Order

PERIODICALS (PT)

UF Journals  
Magazines  
NT Newsletters  
RT Editing  
Journalism  
Press

PERU (ID)

BT Latin America  
South America

PHILIPPINES (ID)

BT Southeast Asia  
RT IMCH

PAY TELEVISION

BT Television  
NT Subscription Television  
RT Cable Television

PHOTOCOMPOSITION

SN Preparation of manuscript for  
printing by projecting type

characters onto photosensitive  
film or paper

BT Production Techniques  
RT Offset Printing  
Photocopying  
Printing

#### PHOTOCOPYING

SN Process whose purpose  
is to replicate by optical  
or photomechanical means  
previously created graphic  
or coded messages  
UF Copying  
Duplicating  
Reprography  
Xerography  
RT Copyright Laws  
Facsimile Reproduction  
Photocomposition  
Printing  
Publishing Industry-

#### PHOTOGRAPHIC EQUIPMENT

BT Equipment  
RT Audio Equipment  
Film Production  
Photographs  
Production Techniques  
Projection Equipment  
Video Equipment

#### PHOTOGRAPHS

BT Visual Media  
RT Illustrations  
Photographic Equipment  
Photonovels

#### PHOTONOVELS

UF Fotonovelas  
BT Print Media  
Visual Media  
RT Books  
Comic Books  
Photographs

Picturephones  
USE VIDEOPHONES

Pilot Programs  
USE PILOT PROJECTS

#### PILOT PROJECTS

UF Pilot Programs  
BT Projects  
RT Project Evaluations  
Research

Planned Parenthood  
USE FAMILY PLANNING

PLANNED PARENTHOOD ASSOCIATION (ID)

#### PLANNING

NT Communication Planning  
Educational Planning  
Family Planning  
RT Needs Assessment

#### POLAND (ID)

BT Eastern Europe

#### POLICY MAKING

SN Process of establishing  
principles to serve  
as guidelines for  
decision making, program  
development, and  
implementation  
- RT Communication Policies  
Decision Making  
Development Policies

Government Policies  
Needs Assessment

Practice Teaching  
USE STUDENT TEACHING

POLITICAL ASPECTS

POPULATION

NT Rural Population  
Urban Population  
RT Demography  
Family Planning

POPULATION COUNCIL (ID)

POPULATION REFERENCE  
BUREAU INC (ID)

PORTUGAL (ID)  
BT Western Europe

POSTAL AND TELEPHONE SERVICES  
RT Telephone Systems

POSTERS (PT)  
BT Print Media  
Visual Media  
RT Booklets  
Information Campaigns  
Mass Education

POVERTY  
BT Social Problems  
RT Basic Needs  
Hunger  
Needs Assessment  
Unemployment

PRESS

NT Foreign Press  
Rural Press  
RT Agenda Setting  
Journalism  
Mass Media  
News Agencies  
Newspapers  
Periodicals

PRESTEL (Trademark)  
USE VIEWDATA

PRETESTING

SN Measuring reaction  
of a group of  
individuals to a  
communication prior to  
widespread diffusion  
BT Evaluation  
Research  
RT Audience Research  
Local Participation  
Message Design  
Questionnaires  
Research Methods

PRICING  
RT Costs

PRIMARY EDUCATION

SN Formal education  
provided in kindergarten  
or grade 1 through grades  
6, 7, or 8  
UF Elementary Education  
BT Education  
RT Secondary Education

PRIMARY HEALTH CARE

- SN Integrated approach to health, emphasizing preventive health services, sanitation improvement, nutrition education, and family planning; care is provided at the local level by paramedical personnel
- BT Health Services
- RT Health Education  
Nutrition Education  
Paramedical Personnel  
Sanitation Improvement  
Telemedicine

PRINTERS

- RT Printing

PRINTING

- NT Offset Printing
- RT Photocomposition  
Photocopying  
Printers  
Print Media  
Publishing Industry

PRINT MEDIA

- BT Mass Media
- NT Booklets  
Books  
Comic Books  
Newspapers  
Photonovels  
Posters
- RT Printing  
Publishing Industry

PROBLEM SOLVING

- BT Cognitive Processes
- RT Decision Making  
Information Seeking  
Systems Analysis

PRODUCTION TECHNIQUES

- SN Techniques for creating communication products, such as films, radio and television programs, publications, etc.
- NT Film Production  
Photocomposition  
Radio Production  
Special Effects  
Television Production
- RT Animation  
Educational Media  
Photographic Equipment  
Script Writing  
Theater Arts

PROGRAMMED INSTRUCTION

- SN Instruction using programmed material, either in textbook or teaching machine usable form
- UF Programmed Learning
- BT Teaching Methods
- NT Computer Assisted Instruction
- RT Autoinstructional Programs  
Computer Programming  
Educational Media  
Educational Technology  
Feedback  
Individualized Instruction  
Learning Modules  
Teaching Machines

Programmed Learning  
USE PROGRAMMED INSTRUCTION

Programming  
USE COMPUTER PROGRAMMING

Programming Languages  
USE COMPUTER LANGUAGES

Films  
Photographic Equipment

PROGRAMS

- SN Standing arrangements that provide for a social service
- NT Aid Programs  
Family Planning Programs  
Training Programs

PROJECTS

- SN Specific undertakings, planned and implemented with definite objectives in mind
- NT Pilot Projects  
Satellite Projects  
Self Help Projects  
Telecommunication Projects
- RT Project Descriptions  
Project Evaluations

PROJECT DESCRIPTIONS (PT)

- SN Use for documents explaining content, design, and implementation of a development project
- RT Projects

PROJECT EVALUATIONS

- SN Techniques applied for assessment as a project is planned, implemented, or completed
- BT Evaluation
- RT Cost Benefit Analysis  
Pilot Projects  
Projects  
Research Reports

PROJECTION EQUIPMENT

- BT Equipment
- RT Audio Equipment

PROPAGANDA

- SN Conscious, organized attempts at influencing people's attitudes and behavior
- RT Cross Cultural Broadcasting  
External Broadcasting  
Foreign Broadcasting  
International Broadcasting  
Public Opinion

PSYCHOLOGICAL ASPECTS

- RT Psychological Needs

PSYCHOLOGICAL NEEDS

- NT Self Actualization
- RT Psychological Aspects

PUBLIC BROADCASTING

- SN Broadcasting activities managed by a public or non-profit corporation as a public service; funding and management differ from country to country
- BT Broadcasting

PUBLIC OPINION

- RT Agenda Setting  
Opinion Leaders  
Propaganda  
Questionnaires  
Surveys

PUBLISHING INDUSTRY

- BT Industry
- NT Small Presses
- RT Books

Copyright Laws  
Photocopying  
Printing  
Print Media

PUERTO RICO (ID)  
BT Caribbean  
Latin America

#### PUPPETRY

BT Dramas  
Folk Media  
RT Folk Dramas  
Folk Songs

QATAR (ID)  
BT Middle East

#### QUESTIONNAIRES

SN Structured sets of  
questions on specified  
subjects that are used to  
gather information,  
attitudes, or opinions  
RT Audience Research  
Data Collection  
Interviews  
Pretesting  
Public Opinion  
Research  
Surveys

QUBE (Trademark)  
USE VIEWDATA

#### RADIO

UF Broadcast Media  
BT Mass Media  
Telecommunications  
NT Educational Radio  
Interactive Radio

RT Audio Equipment  
Broadcasting  
Electronic Equipment  
Journalism  
Radio Forums  
Radio Production  
Radio Programs  
Radio Reading Services  
Radio Receivers  
Radio Schools  
Television

Radio Clubs  
USE RADIO FORUMS

#### RADIO DRAMAS

SN Use of fictional story  
to convey educational  
message  
UF Radio Novels  
BT Dramas  
Radio Programs  
RT Educational Radio

#### RADIO FORUMS

SN Small learning groups  
that meet regularly  
to hear a radio  
program and discuss it  
UF Listening Groups  
Radio Clubs  
RT Educational Radio  
Group Discussions  
Information Campaigns  
Nonformal Education  
Radio  
Radio Schools  
Teleclubs

Radio Novels  
USE RADIO DRAMAS

RADIO PRODUCTION

SN Technical development of  
radio shows  
BT Production Techniques  
RT Film Production  
Radio  
Script Writing  
Television Production

#### RADIO PROGRAMS

SN Content and  
format of radio  
shows  
NT Radio Dramas  
RT Open Broadcasting  
Radio  
Scripts  
Television Programs

#### RADIO READING SERVICES

SN Programs providing  
printed information  
in auditory form  
distributed via closed  
circuit methods  
to the blind and  
visually impaired  
RT Closed Circuit Television  
Radio

#### RADIO RECEIVERS

BT Audio Equipment  
RT Radio

#### RADIO SCHOOLS

SN Group of people who  
meet on a regular basis  
to listen to educational  
broadcasts and participate  
in accompanying learning  
activities with the help of  
a leader  
BT Educational Radio  
RT Group Instruction  
Radio  
Radio Forums

#### READING

SN Very general; use  
more specific  
term where possible  
BT Literacy  
RT Reading Instruction  
Reading Interests  
Reading Materials  
Reading Skills

#### READING INSTRUCTION

BT Basic Education  
RT Literacy  
Reading  
Reading Materials  
Reading Skills

#### READING INTERESTS

RT Reading  
Reading Materials

#### READING MATERIALS

RT Literacy  
Materials Development  
Reading  
Reading Instruction  
Reading Interests

#### READING SKILLS

SN Complex behaviors developed  
through practice in order  
to read proficiently  
RT Literacy  
Reading  
Reading Instruction

#### REFERENCE MATERIALS (PT)

SN Materials compiled to  
supply definite  
pieces of information



of varying extent,  
intended to be  
referred to for brief  
consultation

- BT Documents
- NT Directories  
Encyclopedias  
Indexes  
Thesauri  
Yearbooks
- RT Secondary Documents

#### REFORESTATION

- SN Planting trees to control  
erosion and increase  
production of forestry  
resources
- RT Conservation  
Desertification  
Environment  
Forestry  
Natural Resources  
Soil Erosion

Regional Center for Educational  
Innovation and Technology  
USE INNOTECH

Regional Technical Aids Center  
USE RTAC

#### REGULATIONS

- SN Rules having the force  
of law, issued by an  
agency of government
- RT Laws

#### REINFORCEMENT

- SN Support or stimulation  
to strengthen a behavior  
change
- RT Behavior Change  
Feedback

Motivation  
Teaching Methods

#### REMOTE SENSING

- SN Survey of the earth by  
satellite-mounted  
cameras and sensors to  
gather data on water  
resources, geological  
formations, and vegetation  
patterns for purposes of  
forecasting and planning
- RT Image Recorders  
Satellites

#### REPORTS (PT)

- NT Conference Reports  
Research Reports

Reprography  
USE PHOTOCOPYING

#### RESEARCH

- SN Systematic investigation,  
collection, and analysis  
of data to reach  
conclusions, estimate  
effects, or test  
hypotheses
- NT Agricultural Research  
Audience Research  
Communication Research  
Educational Research  
Evaluation Research  
Field Research  
Pretesting
- RT Evaluation  
Experiments  
Pilot Projects  
Questionnaires  
Research Methods  
Research Reports  
Studies  
Surveys

RESEARCH METHODS

NT Data Analysis  
Data Collection  
Experiments  
Studies  
Surveys  
RT Field Research  
Models  
Pretesting  
Research  
Statistical Analysis

Roumania  
USE RUMANIA

RTAC (ID)  
UF Regional Technical Aids  
Center  
BT AID

RESEARCH REPORTS (PT)

BT Reports  
RT Project Evaluations  
Research

RUMANIA (ID)  
UF Romania  
Roumania  
BT Eastern Europe

RESISTANCE TO CHANGE

RT Attitudes  
Obstacles to Development

RURAL  
SN Should be used in  
postcombination  
with other terms  
RT Rural Development  
Rural Population  
Rural Press

REVOLUTIONS

SN Attempts to radically  
change political,  
social, or  
technological systems,  
altering the  
traditional values and  
practices of such  
systems

RURAL DEVELOPMENT  
BT Development  
RT Agricultural Development  
Agricultural Extension  
Community Development  
Economic Development  
Land Settlement  
Rural  
Rural Population  
Rural Press  
Urban Development

Rhodesia  
USE ZIMBABWE

ROAD CONSTRUCTION

RT Transport

Rural Extension  
USE AGRICULTURAL EXTENSION

Romania  
USE RUMANIA

RURAL POPULATION  
BT Population

NT Rural Women  
RT Rural  
Rural Development  
Urban Population

RURAL PRESS  
BT Press  
RT Rural  
Rural Development

RURAL WOMEN  
BT Rural Population  
Women

Russia  
USE USSR

RWANDA (ID)  
BT Central Africa  
French Speaking Africa

SAHARA (ID)  
BT Africa  
RT Sahel

SAHEL (ID)  
BT Africa  
NT Cape Verde  
Chad  
Gambia  
Mali  
Mauritania  
Niger  
Senegal  
Upper Volta  
RT Africa South of Sahara  
Desertification  
Sahara  
West Africa

SAMPLING  
SN Selecting a representative  
segment of a population  
to draw inferences  
about the characteristics  
of the whole population  
BT Data Collection  
RT Demographic Analysis  
Statistical Analysis  
Surveys

SANITATION IMPROVEMENT  
RT Health Education  
Health Problems  
Primary Health Care  
Water Supply

SATELLITE APPLICATIONS  
SN Social or economic  
purposes for which  
satellites are used  
RT Communications  
Distance Education  
Satellites  
Social Services

SATELLITE COMMUNICATION  
BT Telecommunications  
RT Alaska  
Communication Satellites  
Satellites  
Satellite Systems

Satellite Instructional  
Television Experiment  
USE SITE

SATELLITE PROJECTS  
BT Projects  
RT Satellite Systems  
Satellites  
Telecommunication Projects

## SATELLITES

- NT Communication Satellites  
Distribution Satellites
- RT Image Recorders  
Remote Sensing  
Satellite Applications  
Satellite Communication  
Satellite Projects  
Satellite Systems

## SATELLITE SYSTEMS

- SN Structures that support  
the ongoing satellite  
operations, under public  
or private management
- RT Satellite Communication  
Satellite Projects  
Satellites

## SAUDI ARABIA (ID)

- BT Middle East

## SCHOOL LEAVERS

- SN Children of school age  
who are not attending  
school for economic or  
social reasons
- UF Out of School Youth

## SCIENCE

- RT Technology

## SCRIPT WRITING

- RT Film Production  
Production Techniques  
Radio Production  
Scripts  
Television Production  
Theater Arts

## SCRIPTS (PT)

- RT Radio Programs  
Script Writing  
Television Programs

## SECONDARY DOCUMENTS (PT)

- BT Documents
- NT Abstracts  
Bibliographies  
Manuals  
Textbooks
- RT Reference Materials

## SECONDARY EDUCATION

- SN Formal education following  
primary school
- BT Education
- RT Primary Education

## SELF ACTUALIZATION

- SN The process of  
developing belief  
in oneself and one's  
potential
- BT Psychological Needs
- RT Motivation

## SELF HELP PROJECTS

- SN Projects for communal  
benefit, conceived and  
planned by the beneficiaries
- BT Projects
- RT Local Participation  
Self Reliance

Self Instructional Materials  
USE AUTOINSTRUCTIONAL PROGRAMS

SELF RELIANCE

- SN Reliance on a community or nation's own resources, human and natural, for all needs, using autonomous goal setting and decision making
- RT Decision Making Development Policies Local Participation Self Help Projects

SEMINARS

- RT Conferences Workshops

SENEGAL (ID)

- BT French Speaking Africa Sahel West Africa

SEX EDUCATION

- SN Instruction concerning all aspects of human reproduction and sexuality
- BT Health Education
- RT Family Planning Education

SIBLINGS

- RT Children Family

SIERRA LEONE (ID)

- BT English Speaking Africa West Africa

SINGAPORE (ID)

- BT Southeast Asia

SITE (ID)

- UF Satellite Instructional Television Experiment
- RT India

SKILLS ANALYSIS

- SN Study and description of the mental and/or physical behaviors that are needed for learning or the satisfactory completion of an activity
- BT Evaluation
- RT Skills

SKILLED WORKERS

- SN Workers in a trade requiring a high degree of skill; have usually had job instruction and work experience such as apprenticeships
- RT Apprenticeships Manpower Needs Mechanical Skills Vocational Education

SKILLS

- SN Complex mental and/or physical behaviors that require practice to be performed proficiently
- NT Mechanical Skills
- RT Skills Analysis

SLIDETAPES

- BT Audiovisual Media
- RT Audiocassettes Audiotape Recordings

#### SLOW SCAN TELEVISION

- SN Transmission of visual images using very small bandwidth of telephone channel, needing a longer time period than standard television transmission
- BT Television
- RT Telemedicine

#### SMALL FORMAT VIDEOTAPES

- SN Videotapes that are less than one inch in width
- BT Videotape Recordings

#### SMALL PRESSES

- BT Publishing Industry

#### SMALL SCALE INDUSTRY

- BT Industry
- NT Cottage Industry
- RT Appropriate Technology  
Cooperatives

#### SOCIAL BEHAVIOR

- SN Behavior influenced or controlled by other persons or by organized society
- BT Behavior
- RT Behavior Change  
Change Agents  
Social Marketing

#### SOCIAL DEVELOPMENT

- SN Evolution or change at the societal level, with restructuring of economic

- or political relations
- BT Development
- RT Development Communication  
Economic Development  
Modernization  
Obstacles to Development  
Social Indicators  
Social Problems

#### SOCIAL INDICATORS

- SN Measures of individuals and groups that reflect the quality of life and serve as tools to analyze current or future social conditions
- BT Indicators
- RT Economic Indicators  
Social Development  
Social Problems

#### SOCIAL MARKETING

- SN Vigorous attempt to improve social well-being by changing attitudes and behavior in regard to a specific product or concept
- BT Marketing
- RT Advertisements  
Attitude Change  
Communication Strategies  
Information Campaigns  
Mass Education  
Social Behavior

#### SOCIAL PROBLEMS

- NT Health Problems  
Hunger  
Illiteracy  
Poverty  
Unemployment
- RT Social Development  
Social Indicators  
Social Services

SOCIAL SERVICES

- SN Organized assistance provided by public or private agencies and organizations to members of society
- UF Community Services
- NT Extension Services  
Emergency Relief  
Health services
- RT Satellite Applications  
Social Problems

SOFTWARE

- SN Content materials used in technological or communication hardware
- RT Hardware

SOIL EROSION

- RT Conservation  
Desertification  
Environment  
Natural Resources  
Reforestation

SOLOMON ISLANDS (ID)

- BT Oceania

SOMALIA (ID)

- BT East Africa

Sound Cassettes  
USE AUDIOCASSETTES

Sound Tapes  
USE AUDIOTAPE RECORDINGS

SOUTH AFRICA R (ID)  
BT English Speaking Africa  
Southern Africa

SOUTH AMERICA (ID)

- BT Americas
- NT Argentina  
Bolivia  
Brazil  
Colombia  
Ecuador  
Guyana  
Paraguay  
Peru  
Surinam  
Uruguay
- RT Caribbean  
Central America  
IDB  
Latin America

SOUTHEAST ASIA (ID)

- BT Asia
- NT Burma  
Indonesia  
Kampuchea D  
Laos  
Malaysia  
Philippines  
Singapore  
Thailand  
Vietnam SR

SOUTHERN AFRICA (ID)

- BT Africa South of Sahara
- NT Angola  
Botswana  
Lesotho  
Madagascar  
Malawi  
Mauritius  
Mozambique  
Namibia  
South Africa R  
Swaziland  
Zambia  
Zimbabwe

Film Production  
Tape Recordings  
Video Equipment

South Korea  
USE KOREA R

SRI LANKA (ID)  
UF Ceylon  
BT Southwest Asia

South West Africa  
USE NAMIBIA

STAGING  
RT Dramas  
Folk Dramas

SOUTHWEST ASIA (ID)  
BT Asia  
NT Afghanistan  
Bangladesh  
India  
Iran  
Nepal  
Pakistan  
Sri Lanka

STANDARDS  
SN Rules, principles, or  
criteria by which levels  
or degrees of adequacy  
or value are measured  
NT International Standards  
Laws  
RT Codes of Ethics  
Ethics

SPAIN (ID)  
BT Western Europe

STANFORD UNIVERSITY (ID)

SPECIAL EDUCATION  
SN Teaching handicapped  
or gifted students who  
have different intellectual,  
physical, or emotional  
characteristics from  
those who can be taught  
through normal methods  
BT Education  
RT Individualized Instruction

STATISTICAL ANALYSIS  
SN Application of statistical  
processes to compilation,  
presentation, and  
interpretation of  
numerical data  
BT Data Analysis  
RT Demographic Analysis  
Research Methods  
Sampling  
Statistical Data

SPECIAL EFFECTS  
SN Use of electrical or  
mechanical devices,  
or of graphic or photographic  
techniques to simulate  
audio and visual  
backgrounds  
BT Production Techniques  
RT Animation  
Audio Equipment

STATISTICAL DATA  
RT Data Collection  
Statistical Analysis



STORY TELLING  
BT Folk Media

STUDENT TEACHING  
UF Practice Teaching  
BT Teacher Education  
RT Microteaching

STUDIES (PT)  
BT Research Methods  
NT Case Studies  
RT Experiments  
Research  
Surveys

SUBMARINE CABLES  
BT Cables

Subsaharan Africa  
USE AFRICA SOUTH OF SAHARA

SUBSCRIPTION TELEVISION  
BT Pay Television  
RT Cable Television

SUDAN (ID)  
BT East Africa

SURINAM (ID)  
BT South America

SURVEYS  
SN Collection of data  
on a given  
topic, mainly  
through interviews,

questionnaires, etc.  
BT Research Methods  
RT Data Collection  
Interviews  
Needs Assessment  
Public Opinion  
Questionnaires  
Research  
Sampling  
Studies

SWAZILAND (ID)  
BT English Speaking Africa  
Southern Africa

SWEDEN (ID)  
BT Western Europe

SYRIA (ID)  
BT Middle East

SYSTEMS ANALYSIS  
SN Examination of the  
interrelated elements  
of an organization,  
structure, procedure,  
etc., to improve  
the functioning of  
the system as a  
whole  
BT Cybernetics  
RT Cost Benefit Analysis  
Decision Making  
Models  
Needs Assessment  
Problem Solving  
Systems Design

SYSTEMS DESIGN  
SN Planning, constructing,  
or expanding an  
assembly of components  
or concepts that will

interact as an  
organized whole and be  
more effective in  
meeting particular  
goals

BT Cybernetics  
RT Systems Analysis

Systems Theory  
USE CYBERNETICS

TAICH (ID)  
UF Technical Assistance  
Information Clearing House

TAIWAN (ID)  
BT Far East

TANZANIA (ID)  
BT East Africa  
English Speaking Africa

#### TAPE RECORDERS

BT Electronic Equipment  
NT Audiocassette Recorders  
Audiotape Recorders  
Videocassette Recorders  
Videotape Recorders  
RT Magnetic Tape Cassettes  
Magnetic Tapes  
Tape Recordings

#### TAPE RECORDINGS

SN Magnetic tapes on which  
audio or video signals are  
recorded, and stored on  
open reels, cassettes,  
or cartridges (note:  
use a more specific  
term if possible)  
BT Audiovisual Media

NT Audiotape Recordings  
Videotape Recordings  
RT Magnetic Tape Cassettes  
Magnetic Tapes  
Special Effects  
Tape Recorders

#### TEACHER EDUCATION

UF Teacher Training  
BT Education  
NT Inservice Teacher Education  
Student Teaching  
RT Microteaching  
Teachers

#### TEACHERS

RT Teacher Education  
Teaching

Teacher Training  
USE TEACHER EDUCATION

#### TEACHING

SN The process by which  
knowledge or skills  
are deliberately  
conveyed  
UF Instruction  
RT Education  
Teachers  
Teaching Aids  
Teaching Methods  
Training

#### TEACHING AIDS

NT Learning Modules  
Manuals  
Textbooks  
RT Audiovisual Media  
Teaching

## TEACHING MACHINES

- SN Devices which mechanically or electrically present instructional programs at a rate controlled by the learners' responses
- BT Autoinstructional Programs
- RT Computer Assisted Instruction  
Programmed Instruction  
Teaching Methods

## TEACHING METHODS

- SN Ways of presenting instructional materials or conducting instructional activities
- NT Group Instruction  
Individualized Instruction  
Microteaching  
Programmed Instruction
- RT Distance Education  
Learning Modules  
Mass Education  
Reinforcement  
Teaching  
Teaching Machines  
Teaching Models

## TEACHING MODELS

- SN Standards of teaching behavior identified as desirable for a given teaching situation
- BT Models
- RT Teaching Methods

Technical Assistance Information  
Clearing House

USE TAICH

## TECHNICAL PROBLEMS

## TECHNOLOGICAL CHANGE

- RT Automation  
Industrialization  
Modernization  
Technology  
Technology Transfer

## TECHNOLOGY

- NT Appropriate Technology  
Educational Technology
- RT Industry  
Science  
Technological Change  
Technology Transfer

## TECHNOLOGY TRANSFER

- SN Providing to developing countries technological know-how, techniques, and equipment for industrial, communication, or social purposes
- RT Appropriate Technology  
Diffusion of Innovations  
Economic Development  
Industrialization  
Modernization  
Technological Change  
Technology

Teleboards

USE ELECTRONIC BLACKBOARDS

## TELECLUBS

- SN Small discussion groups that meet regularly to watch a television program or film and discuss it
- RT Group Discussions  
Radio Forums  
Television

## TELECOMMUNICATIONS

- SN Long distance communication using electromagnetic systems, including wire and broadcast transmissions
- BT Communication Systems
- NT Broadcasting
  - Facsimile Reproduction
  - Radio
  - Satellite Communication
  - Teleconferencing
  - Telemedicine
  - Telephone Systems
  - Television
  - Videotex
- RT Distance Education
  - Electronic Equipment Networks
  - Telecommunication Projects

## TELECOMMUNICATION PROJECTS

- BT Projects
- RT Satellite Projects
  - Telecommunications

## TELECONFERENCING

- SN Long distance discussion in which two or more separated groups are joined through a telecommunications system
- BT Telecommunications
- NT Audio Teleconferencing
  - Computer Conferencing
  - Telelectures
  - Telenetworks
  - Video Teleconferencing
- RT Conferences
  - Electronic Equipment Information Networks
  - Interactive Communication
  - Telemedicine
  - Telephone Systems

## Telecourses USE EDUCATIONAL TELEVISION

## Tele Education USE DISTANCE EDUCATION

## Telefacsimile USE FACSIMILE REPRODUCTION

## Telehealth USE TELEMEDICINE

## TELELECTURES

- SN Education using long distance telephone service attached to amplifying equipment to provide two way communication via audio channels
- UF Telephone Based Instruction
- BT Distance Education
  - Teleconferencing
- RT Electronic Blackboards
  - Telenetworks
  - Telephone Systems

## TELEMAIL (Trademark) USE ELECTRONIC MAIL

## TELEMEDICINE

- SN Delivery of medical information and services via an interactive telecommunications system
- UF Telehealth
- BT Telecommunication
- RT Health
  - Health Services

Interactive Communication  
Paramedical Personnel  
Primary Health Care  
Slow Scan Television  
Teleconferencing

#### TELENETWORKS

SN Distance education using  
coordinated telephone lines  
to connect several remote  
locations to  
central teaching point  
BT Distance Education  
Teleconferencing  
RT Telelectures  
Telephone Systems

Telephone Based Instruction  
USE TELELECTURES

#### TELEPHONE SYSTEMS

BT Telecommunications  
NT Videophones  
RT Audio Equipment  
Cables  
Facsimile Reproduction  
Postal and Telephone Services  
Teleconferencing  
Telelectures  
Telenetworks

#### TELETEXT

SN Television (as opposed  
to telephone) information  
service, using a decoder  
to transmit news and data  
directly to subscribers  
upon request  
UF ANTIOPE (Trademark)  
Broadcast Videotex  
CEEFAX (Trademark)  
ORACLE (Trademark)  
BT Videotex  
RT Data Transmission  
Television

Viewdata

#### TELEVISION

UF Broadcast Media  
TV  
BT Mass Media  
Telecommunications  
NT Cable Television  
Closed Circuit Television  
Educational Television  
Interactive Television  
Pay Television  
Slow Scan Television  
RT Broadcasting  
Electronic Equipment  
Journalism  
Radio  
Teleclubs  
Teletext  
Television Production  
Television Programs  
Video Equipment  
Videotape Recordings  
Video Teleconferencing  
Visual Communication

#### TELEVISION PRODUCTION

SN Technical development  
of television shows  
BT Production Techniques  
RT Film Production  
Radio Production  
Script Writing  
Television

#### TELEVISION PROGRAMS

SN Content and  
format of  
television shows  
RT Radio Programs  
Scripts  
Television

Telewriting  
USE ELECTRONIC BLACKBOARDS

TELIDON (Trademark)  
USE VIEWDATA

TEXTBOOKS (PT)  
BT Secondary Documents  
Teaching Aids  
RT Books

TEXTILES

THAILAND (ID)  
BT Southeast Asia

Theater  
USE THEATER ARTS

THEATER ARTS  
UF Performing Arts  
Theater  
BT Fine Arts  
NT Dramas  
RT Dance  
Films  
Music  
Production Techniques  
Script Writing

THESAURI (PT)  
BT Reference Materials  
RT Indexes

Third World  
USE DEVELOPING COUNTRIES

Thought Processes  
USE COGNITIVE PROCESSES

Tobago  
USE TRINIDAD AND TOBAGO

TOGO (ID)  
BT French Speaking Africa  
West Africa

TONGA (ID)  
BT Oceania

TRADE UNIONS  
UF Labor Unions

TRADITIONAL CULTURE  
BT Culture  
RT Folk Media

Traditional Media  
USE FOLK MEDIA

TRAINING  
SN Instructional process  
aimed at the  
acquisition of  
defined skills  
relating to  
particular functions  
or activities  
RT Education  
Teaching  
Training Programs

Training Manuals  
USE MANUALS

Two Way Radio  
USE INTERACTIVE RADIO

TRAINING PROGRAMS

BT Programs  
RT Training

Two Way Television  
USE INTERACTIVE TELEVISION

TRANSPORT

UF Transportation  
RT Communication Systems  
Migration  
Road Construction

UGANDA (ID)  
BT East Africa  
English Speaking Africa

Transportation  
USE TRANSPORT

UN (ID)  
UF United Nations  
NT FAO  
UNDP  
UNESCO  
UNFPA  
UNICEF  
UNIDO  
WHO

TRINIDAD AND TOBAGO (ID)  
UF Tobago  
BT Caribbean

TRUST TERRITORIES (ID)  
BT Oceania

UNDP (ID)  
UF United Nations Development  
Programme  
BT UN

TUNISIA (ID)  
BT French Speaking Africa  
North Africa

UNEMPLOYMENT  
BT Social Problems  
RT Employment  
Poverty

TURKEY (ID)  
BT Middle East

TV  
USE TELEVISION

UNESCO (ID)  
UF United Nations Educational,  
Scientific, and Cultural  
Organization  
BT UN  
NT IBE  
IIEP

Two Way Communication  
USE INTERACTIVE COMMUNICATION

UNFPA (ID)

UF United Nations Fund for  
Population Activities  
BT UN

UNICEF (ID)  
UF United Nations Childrens  
Fund  
BT UN

UNIDO (ID)  
UF United Nations Industrial  
Development Organization  
BT UN

Union of Soviet Socialist  
Republics  
USE USSR

UNITED KINGDOM (ID)  
UF England  
Great Britain  
E. Western Europe

United Nations  
USE UN

United Nations Childrens  
Fund  
USE UNICEF

United Nations Development  
Programme  
USE UNDP

United Nations Educational,  
Scientific, and Cultural  
Organization

USE UNESCO

United Nations Fund for  
Population Activities  
USE UNFPA

United Nations Industrial  
Development Organization  
USE UNIDO

United States Department of  
Agriculture  
USE USDA

United States of America  
USE USA

University Extension  
USE EXTENSION EDUCATION

UNIVERSITY OF MASSACHUSETTS (ID)

UNIVERSITY OF WISCONSIN (ID)

UPPER VOLTA (ID)  
BT French Speaking Africa  
Sahel  
West Africa

UREAN DEVELOPMENT  
BT Development  
RT Rural Development



URBAN POPULATION  
BT Population  
RT Internal Migration  
Rural Population

URUGUAY (ID)  
BT Latin America  
South America

USA (ID)  
UF United States of America  
BT North America  
NT Alaska

USDA (ID)  
UF United States Department  
of Agriculture

USSR (ID)  
UF Russia  
Union of Soviet Socialist  
Republics  
BT Eastern Europe

VCR  
USE VIDEOCASSETTE RECORDERS

VIDEOCASSETTE RECORDERS  
UF VCR  
BT Tape Recorders  
Video Equipment  
RT Audiocassette Recorders  
Videocassettes  
Videotape Recorders

VIDEOCASSETTES  
BT Magnetic Tape Cassettes  
RT Audiocassettes  
Videocassette Recorders

Videodisc Recordings  
Videotape Recordings

VIDEO DISC RECORDINGS  
SN Magnetic discs on which  
video signals are permanently  
recorded with or without  
sound  
RT Videocassettes  
Videotape Recordings

VIDEO EQUIPMENT  
BT Electronic Equipment  
NT Videocassette Recorders  
Videotape Recorders  
RT Audio Equipment  
Audiovisual Media  
Photographic Equipment  
Special Effects  
Television

VIDEOPHONES  
SN Telephones equipped for  
transmission of video  
as well as audio signals  
so users can see each  
other  
UF Picturephones  
BT Telephone Systems  
RT Visual Communication

VIDEOTAPE RECORDERS  
UF VTR  
BT Tape Recorders  
Video Equipment  
RT Audiotape Recorders  
Videocassette Recorders  
Videotape Recordings

VIDEOTAPE RECORDINGS  
SN Magnetic tapes on which  
video signals (with  
or without accompanying

sound) have been recorded for television and stored on open reels, cassettes or cartridges

UF Videotapes  
BT Tape Recordings  
NT Small Format Videotapes  
RT Audiotape Recordings  
Microteaching  
Television  
Videodisc Recordings  
Videocassettes  
Videotape Recorders

Videotapes  
USE VIDEOTAPE RECORDINGS

VIDEO TELECONFERENCING  
BT Teleconferencing  
RT Audio Teleconferencing  
Television

VIDEOTEX  
SN Means of transmitting text and graphic information via telephone networks or television broadcasting  
BT Information Services  
Telecommunications  
NT Teletext  
Viewdata  
RT Data Transmission  
Facsimile Reproduction  
Visual Communication

VIETNAM SR (ID)  
BT Southeast Asia

VIEWDATA  
SN Interactive information system which uses

telephone net,  
or equivalent systems to connect video terminals to the information source  
UF PRESTEL (Trademark)  
QUBE (Trademark)  
TELIDON (Trademark)  
BT Videotex  
RT Data Transmission  
Interactive Television  
Teletext

Visual Aids  
USE VISUAL MEDIA

VISUAL COMMUNICATION  
BT Communication  
RT Television  
Videophones  
Videotex  
Visual Learning  
Visual Literacy  
Visual Media  
Visual Perception

VISUAL LEARNING  
SN Learning that involves the processing of visual stimuli  
BT Learning  
RT Visual Communication  
Visual Literacy  
Visual Media  
Visual Perception

VISUAL LITERACY  
SN Group of competencies which allows a human being to discriminate and interpret the visible action, objects, or symbols, natural or man-made, that

he encounters in his environment  
RT Visual Communication  
Visual Learning  
Visual Media  
Visual Perception

Visual Materials  
USE VISUAL MEDIA

#### VISUAL MEDIA

UF Visual Aids  
Visual Materials  
BT Audiovisual Media  
NT Charts  
Comic Books  
Diagrams  
Filmstrips  
Flip Charts  
Graphs  
Illustrations  
Photographs  
Photonovels  
Posters  
RT Visual Communication  
Visual Learning  
Visual Literacy

#### VISUAL PERCEPTION

SN Ability to interpret  
what is seen  
BT Perception  
RT Visual Communication  
Visual Learning  
Visual Literacy

#### VITA (ID)

UF Volunteers in Technical  
Assistance

#### VOCATIONAL EDUCATION

SN Formal preparation below  
the baccalaureate degree

for a technical occupation  
UF Vocational Training  
BT Education  
NT Apprenticeships  
RT Mechanical Skills  
Nonformal Education  
Skilled Workers

VOCATIONAL REHABILITATION  
RT Handicapped

Vocational Training  
USE VOCATIONAL EDUCATION

Volunteers in Technical  
Assistance  
USE VITA

VTR  
USE VIDEOTAPE RECORDERS

#### WATER SUPPLY

RT Conservation  
Desertification  
Environment  
Irrigation  
Natural Resources  
Sanitation Improvement

#### WCC (ID)

UF World Council of Churches

#### WEST AFRICA (ID)

BT Africa  
Africa South of Sahara  
NT Benin  
Cameroon  
Cape Verde  
Gambia

Ghana  
Guinea  
Ivory Coast  
Liberia  
Mali  
Mauritania  
Niger  
Nigeria  
Senegal  
Sierra Leone  
Togo  
Upper Volta  
RT Sahel

West Germany  
USE GERMANY FR

WESTERN EUROPE (ID)

BT Europe  
NT Austria  
Belgium  
Denmark  
Finland  
France  
Germany FR  
Greece  
Ireland  
Italy  
Netherlands  
Norway  
Portugal  
Spain  
Sweden  
United Kingdom

WESTERN SAMOA (ID)  
BT Oceania

WEST INDIES ASSOCIATED STATES (ID)

BT Caribbean  
NT Antigua

WHO (ID)

UF World Health Organization  
BT UN  
NT PAHO

Wire Services  
USE NEWS AGENCIES

WOMEN

NT Rural Women  
RT Women in Development  
Womens Clubs  
Womens Education  
Womens Rights  
Womens Roles  
Womens Work

WOMEN IN DEVELOPMENT

SN Concept of enhancing and  
enlarging the role of women  
in the social, economic,  
and political processes  
of development  
BT Development  
RT Women

WOMENS CLUBS

RT Cooperatives  
Women

WOMENS EDUCATION

SN Education of females  
BT Adult Education  
RT Nonformal Education  
Women

WOMENS RIGHTS

RT Women  
Womens Roles

WOMENS ROLES

RT Women  
Womens Rights  
Womens Work

WOMENS WORK

SN All activities where  
women participate in the  
economic output, not only  
formal employment, but also  
agricultural, homemaking,  
and childrearing tasks  
traditionally done  
by women  
RT Women  
Womens Roles

WORK ENVIRONMENT

WORKSHOPS

SN Programs in which  
individuals with  
common interests and  
problems meet with  
experts to exchange  
information and learn  
needed skills or  
techniques  
RT Conferences  
Seminars

WORLD BANK

UF IBRD  
International Bank for  
Reconstruction and Development  
RT ADB  
IDS

World Council of Churches  
USE WCC

WORLD EDUCATION (ID)

World Health Organization  
USE WHO

Xerography  
USE PHOTOCOPYING

YEARBOOKS (PT)

SN Annually published volumes  
that contain current  
information or review the  
events of a year in brief,  
descriptive, statistical,  
or pictorial form  
UF Annuals  
BT Reference Materials

YEMEN (ID)  
BT Middle East

YUGOSLAVIA (ID)  
BT Eastern Europe

ZAIRE (ID)  
UF Congo DR  
BT Central Africa  
French Speaking Africa

ZAMBIA (ID)  
BT English Speaking Africa  
Southern Africa

ZIMBABWE (ID)  
UF Rhodesia  
BT English Speaking Africa  
Southern Africa