

DOCUMENT RESUME

ED 175 412

IR 007 576

TITLE Advisory List of Instructional Media for Media Education.

INSTITUTION North Carolina State Dept. of Public Instruction, Raleigh. Div. of Educational Media.

PUB DATE 78

NOTE 17p.; For related documents, see ED 149 752 and ED 149 761

EDRS PRICE MF01/PC01 Plus Postage.

DESCRIPTORS *Book Reviews; *Educational Technology; Elementary Secondary Education; Films; Filmstrips; Games; *Instructional Materials Centers; *Instructional Media; *Library Collections; Programed Materials; School Libraries; Slides; Summative Evaluation

ABSTRACT This annotated bibliography from the Materials Review and Evaluation Services lists reviewed and evaluated instructional media appropriate for school media centers in the area of media education. Educators should bear in mind that materials included in this list were selected from those which publishers chose to submit for evaluation and may assume that materials for purchase not appearing on the list either were not submitted for evaluation or received unfavorable reviews. At the end of this bibliography may be found an unannotated list of materials which have had favorable reviews in reliable reviewing sources. Items are listed by type of media--books, 16mm films, sound filmstrips, games, kits, programmed materials, and slide sets. Each entry includes date of production, cost, and grade level. (Author/RAO)

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ADVISORY LIST OF INSTRUCTIONAL MEDIA
FOR
MEDIA EDUCATION

North Carolina State Department of Public Instruction
Division of Educational Media
Raleigh, North Carolina
Fall 1978

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ADVISORY LIST OF INSTRUCTIONAL MEDIA
FOR
MEDIA EDUCATION

This bibliography includes instructional media appropriate to the Media Education program in the schools. The items are listed by type of media. The order of the listing is as follows:

activity cards	filmstrips (silent)	programmed materials
art prints	filmstrips (sound)	puzzles
books	games	realia
books (for teacher use)	globes	recordings (cassette tapes)
books (reference)	kits	recordings (disc)
books (supplementary texts)	manipulative devices	recordings (reel-to-reel tapes)
books with recordings	maps	reprints
books (workbooks)	measuring tapes	shortstrips
calendars	microforms	slide sets (2" x 2")
charts	mini-units	slide sets (sound)
dictionaries	models	study prints
duplicating masters	periodicals	tests
film loops (silent)	pictures	transparencies
film loops (sound)	posters	videotapes
films (16mm)		

The absence from this list of a given type of media indicates that no media of that type were reviewed or that none were deemed worthy of being called to the attention of schools. The name of a school administrative unit appearing after an annotation indicates that educators in that school system reviewed the item annotated and submitted the information for inclusion on the ADVISORY LISTS. Occasionally such items may not appear on display at the Materials Review and Evaluation Center in Raleigh. Educators should bear in mind that materials included on this list were selected from those which publishers chose to submit for evaluation and may assume that materials available for purchase not appearing on the list either were not submitted for evaluation or received unfavorable reviews. Information about negative reviews, which do not appear on this bibliography, can be obtained by writing or calling the Materials Review and Evaluation Center. At the end of the annotated list of books may be found an unannotated list of books which have had favorable reviews in reliable reviewing sources.

In some cases prices were not available. Prices shown are those quoted by publishers and producers. Prices quoted do not include postage and are subject to change.

All items included on this bibliography except 16mm films and some items suggested for inclusion by local school administrative units are displayed in the Materials Review and Evaluation Center in Raleigh. Information may be obtained by calling (919) 733-3929.

PLEASE DO NOT ORDER ITEMS ON THIS LIST FROM THE MATERIALS REVIEW AND EVALUATION CENTER OR FROM THE DIVISION OF TEXTBOOKS. Sources of the items are listed on the DIRECTORY OF PUBLISHERS AND PRODUCERS FOR THE FALL 1978 ADVISORY LISTS OF INSTRUCTIONAL MEDIA, a separate publication accompanying the complete set of ADVISORY LISTS OF INSTRUCTIONAL MEDIA. An abbreviated or code name for the publisher/producer appearing in the bibliographic entry on this list appears in the DIRECTORY, where the complete address follows the code name.

Schools may use this list to aid in selection of materials but are in no way restricted to purchasing items on this list.

BOOKS

Barnouw, Erik. THE SPONSOR: NOTES ON A MODERN POTENTATE. Oxford U. Pr., 1978. 220 p. \$10. Grades 10-12

Covers three areas of advertising on television and radio: historical overview of origin of advertising in broadcast media, how sponsors influence the point of view of broadcast productions, how advertisers shape public opinion; historic overview is clearly factual, but the rest is an essay by author on the ills of advertising; good resource for units dealing with radio, television, or effects of advertising on broadcast media

Benedict, Joel A., and Ted W. Shenenberger. CREATIVE PHOTOGRAPHY: CAMERA AND DARKROOM MANUAL. 2nd ed. Media Res., 1976. 137 p. \$6.95 paper. Grades 10-12

Manual designed to accompany authors' sound filmstrip program on camera and darkroom use which can be used independently of filmstrips; clear, well-illustrated guide to black-and-white photography; a sequential approach in spiral notebook format for easy lab use; emphasizes system camera 35mm format; step-by-step instructions

Brown, Les. THE NEW YORK TIMES ENCYCLOPEDIA OF TELEVISION. Quadrangle, 1977. 492 p. \$20. Grades 4-12

From "ABC" (the network) to "Zworykin, Vladimir" (the father of modern TV) this alphabetized reference book covers historical and contemporary television personalities behind the scenes or in front of the camera, as well as TV shows, TV jargon, TV-related organizations, "the 50 highest rated programs of all time," and more; brief bibliography and list of periodicals; a "must" for motivating research and mass media studies; even though the television field changes rapidly, this edition will be a good historical document when its data are no longer relevant

Cisino, Robert. WE'RE BEING MORE THAN ENTERTAINED. Lighthouse, 1977. 224 p. \$2.45 paper. Grades 10-12

Mass media's underlying political and social biases inspired this text outlining four broad political philosophies (labeled by author as Socialist, Liberal, Libertarian, and Conservative) to use as measures for analyzing the "media message" in popular magazines, TV dramas, talk shows, game shows, etc.; text also provides good student activities which encourage alternatives to such biases in media; deals with controversial issues--e.g., homosexuality, pornography; whole idea is that there are many viewpoints represented in mass media and we and our students should have the skills necessary to recognize them

Fry, Ron, and Pamela Fourzon. THE SAGA OF SPECIAL EFFECTS. Prentice, 1977. 212 p. \$14.95. Grades 10-12

Although an insufficient number of black-and-white photos are used to illustrate most recent film techniques, insight into special effects is provided in intriguing prose; appendix listing awards presented for special effects, a bibliography, and index add value

Glubok, Shirley. THE ART OF PHOTOGRAPHY. Macmillan, 1977. 48 p. \$7.95.
Grades 7-12

Black-and-white photography as an art form presented in poignant selections from photographic archives; reproductions of photos in chronological order show highlights in photographic history from Daguerre, Alexander Gardner (not Matthew Brady, though), Alred Stieglitz, Edward Steichen, to Margaret Bourke-White, Walker Evans, Robert Capa, Aaron Siskind; narrative summarizes each photographer's subject specialties and techniques; large type on gray-green stock eases reading even though some vocabulary might be difficult; some nudes; probably too much information in rapid historical succession (over 40 photographers mentioned), but can pique young appetites interested in photography

Hanks, Kurt, and Larry Belliston. DRAW! A VISUAL APPROACH TO THINKING, LEARNING AND COMMUNICATING. Kaufmann, 1977. 242 p. \$19.75. \$9.75 paper. Grades 9-12

The philosophy of this book gives mature, highly self-motivated students one hope: Anyone can draw! It takes practice, a few methods, tools, techniques ("details," "overlapping," "contours"), all outlined for novices in commonsense text with profuse illustrations compatible with text content; unfortunately, "Suggested Readings" lacks copyright dates

Johnson, Eric W. OUR WORLD INTO WORDS. Described on Languages Advisory List

Jones, Eurfron Gwynne. TELEVISION MAGIC. Viking, 1978. 61 p. \$5.95. Grades 6-9

British publication, which with few words and magazine-style montage of profuse, full-color drawings and photographs, explains behind-the-scenes technicalities of producing television programs; middle-graders will learn basics of how pictures and sound become broadcast signals, appropriate terminology for TV equipment, functions, personnel, etc., and what goes into producing a newscast, sports program, TV drama (back-stage close-ups of production of Anna Karenina); "how-to" information includes camera work, on-location shooting, audio techniques, film-making, and information gathering; index and brief glossary

Koszarski, Richard, ed. HOLLYWOOD DIRECTORS 1941-1976. Oxford U. Pr., 1977. 426 p. \$15. Grades 7-12

Essays by great and not so great film directors of 1941-1976; Orson Welles expounds on ills of Hollywood, Rouben Mamoulian explains lighting techniques for BLOOD AND SAND, similar articles by John Huston, Frank Capra, Jean Renoir, Fritz Lang, Alfred Hitchcock, Josef Von Sternberg, Samuel Fuller, Arthur Penn, others; directors explain solutions to technical problems of particular productions; for students of filmmaking, budding art historians; companion to earlier volume of essays from 1914-1940

McClain, Bebe Ferrell. SUPER 8 FILMMAKING FROM SCRATCH. Prentice, 1978. 226 p. \$7.95 paper. Grades 7-12

North Carolina filmmaker precisely and thoroughly explains basic Super 8 film production techniques in comprehensive text for student filmmakers; includes explanation of super 8 filmmaking course, equipment, planning, shooting, editing, sound techniques, options and effects, lab services, trouble shooting; many black-and-white photos and diagrams illustrating procedures and techniques; presented as a course outline with lesson plans, activities, equipment list, comprehensive index; useful basic text for production course

McWhirter, Norris, with Norvin Pallas. **GUINNESS NEW GAME BOOK.** Sterling, 1978. 128 p. \$4.39. Grades 3-12

Students perform mental gymnastics going from one game and puzzle to another in fun-filled collection of some 40 approaches to stimulate use of Guinness reference books for verifying answers (Don't tell them about answers in the back of the game book); students are exposed to anagrams, cryptograms, hyperbole, as well as references skills themselves in finding answers; math, art, geography, and English among subjects with which these can be integrated to stimulate learning; a great way for media coordinator to introduce **GUINNESS BOOK OF WORLD RECORDS** as a reference tool via the use of learning stations

Marzio, Peter C. **THE MEN AND MACHINES OF AMERICAN JOURNALISM: A PICTORIAL ESSAY.** Smithsonian, 1977. 144 p. \$2.95 paper. Grades 9-12

Photo-essay based on an exhibition featured in Henry R. Luce Hall of News Reporting in National Museum of History and Technology (in Smithsonian Institution); photography of artifacts on display features American journalism and technological innovations which changed the profession from newsprints in Colonial America to **LIFE, LOOK, and TIME**, with mention of radio, TV, and modern satellites; slight text provides commentary and anecdotes; pictures useful in elementary grades but content geared to reading ability in middle and high school grades; also useful in stimulating interest in national archives

Mast, Gerald. **A SHORT HISTORY OF THE MOVIES.** 2nd ed. Bobbs, 1976. 575 p. \$7.90 paper. Grades 10-12

Engaging account of the history of film in deft prose providing critical analysis with generous black-and-white stills from films; emphasis is clearly on prose history, which is forceful; generous appendices include print and film bibliography, listing of important films and their creators, and list of distributors

Millerson, Gerald. **THE TECHNIQUE OF TELEVISION PRODUCTION.** 9th rev. ed. Hastings House, 1972. 440 p. \$14.50. \$7.20 paper. Grades 10-12

Systematic, detailed approach to techniques of TV production, covering all facets of production process from technical characteristics to the camera, to the sequence of decisions and instructions made by the director during a studio production; also discusses various methods of productions, special effects, and special problems posed by color; terse but to the point--excellent reference

Morse, Grant W. **CONCISE GUIDE TO LIBRARY RESEARCH.** 2nd rev. ed. Fleet, 1975. 262 p. \$5.50 paper. Grades 9-12

Introduction to use of libraries in helpful sections on how to choose a subject, discover available materials, follow routine procedures; reference books and periodicals, both general and specific, are very briefly annotated; Dewey Decimal and Library of Congress classification systems discussed; title and subject indexes given; best for college students, but helpful to any strong senior high student doing research

The Photographers' Gallery and Jonathan Bayer. READING PHOTOGRAPHS: UNDERSTANDING THE AESTHETICS OF PHOTOGRAPHY. Pantheon, 1978. 87 p. \$12.95. \$5.95 paper. Grades 11-12

Photographs presented as art, borrowing vocabulary from the classical field of art that provides a way to put words into categories of photos with examples of each: time, symbolism, organization, abstraction, and ambiguity of space, surrealism, sequences, light, view of the city, and view of humanity; a thoughtful array of photographs from a 1977 exhibit in England representing well-known photographers from past and present; for photography, mass media, humanities courses

Ruchti, Ulrich, and Sybil Taylor. STORY INTO FILM: THREE TALES OF THE SUPERNATURAL GO FROM PAGE TO SCREEN. Dell, 1978. 256 p. \$1.75 paper. Grades 10-12

Provides examples of original short stories ("An Occurrence at Owl Creek Bridge," "The Masque of the Red Death," "The Signalman") with script treatments juxtaposed showing technique for conversion of story to screenplay; includes camera directions and poor quality black-and-white stills from the screenplay; also includes interviews with directors, suggestions for classroom activities, and a glossary

Schiff, Lillian. GETTING STARTED IN FILM-MAKING. Sterling, 1978. 96 p. \$5.89. Grades 9-12

Abbreviated treatment of super 8 filmmaking activities; good use of stills from film and script directions to indicated steps in shooting; clear prose and black-and-white photos; lacks depth, but is an adequate first book

Shanks, Bob. THE COOL FIRE: HOW TO MAKE IT IN TELEVISION. Vintage, 1976. 318 p. \$3.95 paper. Grades 11-12

Insider's view of the television industry, examining relationships among producers, staff, networks, talent, support system; written by a former producer-writer-director for all major networks who claims we have the "cool fire" of television to replace our fireplace; subjective account by insider looking out

Switkin, Abraham. HAND LETTERING TODAY. Described on Cultural Arts Advisory List

Tuchman, Gaye, et al., eds. HEARTH AND HOME: IMAGES OF WOMEN IN THE MASS MEDIA. Oxford U. Pr., 1978. 333 p. \$15.95. \$3.50 paper. Grades 10-12

According to reports of social science researchers funded by National Science Foundation, the mass media perpetuate dated sex-roles for the female; for women, this translates into disturbingly little increase in the number of television appearances since 1950's and, in general, depictions of women as subordinates confined to "hearth and home" despite fact that almost 50% work outside home; most women's magazines and "women's pages" in newspapers reinforce the cultural resistance to change; well documented, convincing, and lightened by wit and humor; excellent selection of readings useful in studies of mass media, social studies courses, as background reading for all subject-area teachers; annotated bibliography with results of research summarized

Wein, Jeff. THE BIG PICTURE: PHOTOGRAPHY AND SLIDES IN THE CLASSROOM. Vt. Crossroads Pr., 1977. 60 p. \$3.95 paper. Grades 11-12

As much motivation as "how to" in text on making slides with and without a camera; informal horizontal format bleeped with scattered quotes printed on graphics of TV and projection screens, some on orpheum marquees; pen-and-ink illustrations and photographs; provides "Source Index" and "Dataguide" on developing your own film; a perfectly useful book at whatever level of slide technology you're ready for

BOOKS (FOR TEACHER USE)

Amelio, Ralph J. THE FILMIC MOMENT: TEACHING AMERICAN GENRE FILM THROUGH EXTRACTS. Cebco Pflaum, 1975. 164 p. \$5.95 paper

Traces development of a film course based on film extracts; 12 extracts were selected from over 200 feature length films, representing six film genres: Western, science fiction, horror, detective, musical, and comedy; handbook format includes credits, plot, description, and discussion of each extract; bibliographies, appearing throughout text, list articles as well as books; appendix lists 41 techniques for using film in the classroom; genre packages, complete with lecture on cassette tape and film genre guide, may be rented for \$40; anyone following this outline can begin film study with extracts

DeVito, Joseph A. THE INTERPERSONAL COMMUNICATION BOOK. Harper, 1976. 507 p. \$11.50 paper

Good reference text pulling together ideas on communication from Aristotle to transactional analysis, to communication models measuring the effects of interpersonal communication; 42 units with exercises (termed "Experiential Vehicles"), a bibliography in paragraph form, and a list of objectives; straightforward explanations; especially for teachers of mass media, journalism, and social sciences; good reference for anyone who wishes to communicate more effectively

Hicks, Ronald G. A SURVEY OF MASS COMMUNICATION. Pelican, 1977. 372 p. \$7.95 paper

Another basic text for introductory courses in journalism and mass communication; contents include evaluation of mass media, print media, broadcast, film and sound media, media-related industries, and theory and practice of mass media; index, additional readings, discussion questions; all you add are the same old freshmen with grad student teachers

Liesener, James W. A SYSTEMATIC PROCESS FOR PLANNING MEDIA PROGRAMS. A.L.A., 1976. 166 p. \$7 paper

Handbook which provides a planning model for more efficient school media programs and use of library's time and resources; text sets up a flexible system of accountability for resources and services which enables librarians to play major roles in school-level or system-level budgeting; valuable data for establishing priorities for services and budgeting; examples of surveys and forms (50% of text) in appendices

Logan, Ben, ed. TELEVISION AWARENESS TRAINING FOR NEW AWARENESS, NEW DECISIONS, NEW ACTION: A T-A-T WORKBOOK AND TEXT. Media Action, 1976. 303 p. \$8 paper

The TV activist's source book: essays, articles, and research, paired with appropriate worksheets, on television violence, stereotyping, advertising, children, sexuality, exploitation, more; produced for regional workshops by the Church of the Brethren, the United Methodist Church, the Lutheran Church, and the Media Action Research Center, Inc.; no denominational biases apparent; highly useful in workshops on sensitivity training in mass media ("T-A-T" stands for "television awareness training"); the book suggests specifically how parents and others can educate their children in being discerning viewers and the appropriate channels and chains of command in the TV industry for registering protests against unsavory programs; the plusses and positive aspects of television viewing receive equal time--not an "anti-TV" text

Martin, Betty, and Ben Carson. THE PRINCIPAL'S HANDBOOK ON THE SCHOOL LIBRARY MEDIA CENTER. Gaylord, 1978. 212 p. \$8.95 paper

The school media program--uncovered, dusted off, shaken up and presented to the principal as a first priority; emphasizes active cooperation among entire instructional staff, planning for flexible use of media center and the collections, promotion of media services, and continuous evaluation; text describes media program as a component of total school program, provides definition of roles, and gives direction in center's operation; appendices include forms for program, personnel, and evaluation (DEM's Assessment Instrument included), as well as short bibliographies on centralized cataloging and library networks, and "One hundred Representative Media Center Tasks"--the least helpful item in entire book; each short chapter concludes with "Basic Responsibilities of the Principal in This Area"; commonsense approach makes for smooth, easy reading and repetition of philosophy throughout makes ready reference ideal for all educators at school and system levels

Rehak, Robert, ed. ME AND MY TV: A RESEARCH REPORT ON THE ROLE OF POPULAR TELEVISION IN DEVELOPING VERBAL SKILLS AND BRINGING TOGETHER ADOLESCENTS AND ADULTS. Journalism Ed. Assoc., 1976. 72 p. \$3.75 paper

Summarizes a program funded (1974-1976) by Ford Foundation for St. Mary Center for Learning which used commercial television as integral part of high school curriculum; program involved use of "Telestration" to superimpose vocabulary electronically on videotapes of commercial television programs; research centered on vocabulary improvement and social integration of high school students and adults returning to school for high school diploma; three teachers used television and follow-up discussions for thematic vocabulary studies, development of critical thinking skills and values clarification skills; results showed that using TV for improving vocabulary was most effective with students who had most reading difficulty and was as effective as print literature for those with little or no reading difficulty; structured interviews showed attitude change with regard to "generational barriers"; attractive horizontal paperback format with orange tinted photos and artwork, blue lettering on gray; guaranteed to reinforce positive attitude and renewed motivation for instructing the "media generation"

Sontag, Susan. ON PHOTOGRAPHY. Farrar, 1977. 207 p. \$7.95

Collection of Sontag's essays on photography, originally printed in THE NEW YORK REVIEW OF BOOKS, exploring esoteric, aesthetic, and moral problems recorded, reflected, perhaps caused by photography; a critique of specific photographers from Daguerre to contemporaries, with reference to specific photographs or collections; familiarity with immediate availability of photographs referenced would aid readers of a book on photography where photographs are notably absent; most appropriate for the accomplished photographer, vicarious or otherwise

Thomas, James L. TURNING KIDS ON TO PRINT USING NONPRINT. Libs. Unlimited, 1978. 168 p. \$10.50

Apart from its rather silly and ungrammatical title, this book is quite good, drawing on the philosophy that "media production" projects act "as a catalyst to return children willingly to the world of print"; covers storyboarding, filmstrip making, slide-tape production, super 8 and television production, transparency making, lamination and diorama construction; each chapter includes objectives and strategies, definitions of terms, materials and costs, procedure for production, and example of product; although not the simplest place to start with production, information is sound and well presented--but text is so dull in appearance as to motivate only the motivated; however, worthwhile for idea conveyed by title and reinforced in introduction

THE WHOLE CLASSROOM: THE BIMONTHLY SOURCEBOOK FOR TEACHERS.

Whole Classroom Pub., 1978. 100 p. \$6.20 paper

Sourcebook published five times yearly to help teachers capture the world around us as "the whole classroom"; format is that of WHOLE EARTH CATALOG--same folksy appearance, diverse print, capsuled suggestions crowding each illustrated page; detachable pages and permission for more than fair use copying; alphabetical organization by subject and grade--from Affective Education (K-3) to Theater Arts (K-8)--provide instant access to new ideas; full of practical help in activity sheets, task cards, learning centers, games, puppet patterns (even the cover is a detachable poster); professional copy in this first issue, among others, reminds teachers of need for parent involvement and existence of individual learning styles; handsome graphics and come-use-me-page-by-page, big magazine format; every K-8 school should have duplicate copies

Winn, Marie. **THE PLUG-IN DRUG.** Viking, 1977. 231 p. \$8.95

Based on thesis that "one is always watching television when one is watching television rather than having any other experience," text explores research documenting effects of television on a person's development in varied respects--e.g., reading, violence, play, family life; differs from other well-known approaches which emphasize content of television programs, time spent watching, or McLuhan's interest in global consequences rather than effects on individuals; quality writing furnishes insight into dealing with children bound by television; bibliography for each chapter; good PTA offering and recommended reading for parents

BOOKS (REFERENCE)

Boe, John Oliver. **THE TELEVISION SPONSORS DIRECTORY: A "PRODUCT CROSS-REFERENCE."** Described on Reference Books Advisory List

Boyle, Deirdre, and Stephen Calvert, eds. **CHILDREN'S MEDIA MARKET PLACE.** Described on Reference Books Advisory List

Dreyer, Sharon Spredemann. **THE BOOKFINDER: A GUIDE TO CHILDREN'S LITERATURE ABOUT THE NEEDS AND PROBLEMS OF YOUTH AGED 2-15.** Described on Reference Books Advisory List

BOOKS (SUPPLEMENTARY TEXTS)

Reddick, Dewitt C. **THE MASS MEDIA AND THE SCHOOL NEWSPAPER.** Described on Languages Advisory List

FILMS (16MM)

AUTRE VIE: AUTRE VILLE. 16mm. 10 min. sd. guide color \$140. Bosustow, 1977. Grades K-12

Animated film produced by 11-year-old students in France concerning two men whose lives of social isolation are transformed when a circus which they both attend establishes a common, uncommon experience; excellent cut-out and paint animation for elementary students; best suited for those enrolled in animation course; presupposes basic knowledge and understanding of animation techniques; imaginative, competent teacher could utilize film to motivate students' creativity

DRAGONS OVER THE HILL. Paramount, 1977. 16mm. 8 min. sd. guide color \$145.
Grades 4-12

Animated metal sculptures dramatize fable of two brothers struggling to slay a dragon and save their blacksmith shop; wonderfully creative figures and movement--brothers, horse, mountain, boulders, dragon, smoke rings, many more, in tones of bronze, copper, gray against blue; lively music accompanies narration, capturing mood of animation; for students in art and media education--to inspire and delight them; excellent for language arts classes or for anyone at all whose spirit needs gladdening

MARKETING THE MYTH. Phoenix, 1977. 16mm. 25 min. sd. color \$350. Grades 6-12

Presentation of Cleo Award-winning international advertisements which inform the viewer or suggest to the viewer through analogy, implication, entertainment, humanization of the company, seduction, mystique, and the creation of a mythology surrounding a product; excellent for teaching mass media, propaganda, production, economics, history, sociology

MEDIA FOR PRESENTATIONS. Ind. U. A/V Ctr., 1978. 16mm. 20 min. sd. color \$275.
Grades 11-12

Witty analysis of the use of charts and graphs, photographs, overhead techniques, film, television, and audiotape to extend the ability of the individual to communicate; useful introductory and/or summary film with AV novices

RECORDED LIVE. Pyramid, 1978. 16mm. 8 min. sd. color \$150. Grades 9-12

Two-inch videotape attacks and consumes people, yet the tape like the Neutron bomb leaves material property unharmed; excellent example of pixilation and special visuals; for use by well-endowed film programs

TV ADS: OUR MINI-MYTHS. Pyramid, 1977. 16mm. 16 min. sd. color \$250.
Grades 9-12

Collection of award-winning television commercials, each illustrating a technique of salesmanship; different commercials advertise products, ranging from cameras to perfume to insurance; includes commercials from several different countries; excellent film; in essence, a shorter version of MARKETING THE MYTH (see above)

Films (16mm) for Teacher Use

ROCKY RIDGE SCHOOL: A MELODRAMA. Described on Guidance Advisory List

FILMSTRIPS (SOUND)

HEY BIG SPENDER: WOMEN IN ADVERTISING. Perfection, 1977. 1 color filmstrip, 1 cassette tape, guide \$29.95. Grades 8-12

The role of women in advertising (housewife by day and sex kitten by night--all for the one man) was and is based on the fact that women largely control the family budget; this filmstrip provides the gamut of ads depicting women paired with floor wax, household cleaners, kitchen appliances, quick foods, foods for the man, foods for the child, and finally for herself--low-calorie foods and a myriad of cosmetics; concise history of the American woman which serves as an outline for chronological progression of ads from 1880 to 1977; you can get a lot of mileage from this one: impact of mass media on roles, as well as political and social progress of American women

HOW A PICTURE BOOK IS MADE. Weston Woods, 1976. 1 color filmstrip, 1 cassette tape, guide \$25. Grades 1-6

Good choice to instill respect for print materials; example used is the picture book, **THE ISLAND OF THE SKOG**, which is narrated by its author who describes woods around his house as source of his idea, explains procedure he followed to get book accepted by publisher, execution of the artwork, and the printing; frames aptly support narration (the printing presses are impressive); teacher's guide with script; useful in interest stations or as introduction to first graders

NIGHTLY NEWS. Media Systems, 1977. 2 color filmstrips, 2 cassette tapes \$37. Grades 6-12

Titles: **WHERE THE NEWS COMES FROM; HOW THE NEWS GETS ON THE AIR**

Detailed look at who does what, daily, for the nightly news; WTOP, Washington, D. C., is model for explaining sources for news, people who gather it, those who shape it up for broadcast; clear, concise coverage--and that's the way it is for this 1977 sound filmstrip for journalism, mass media, or library/media education classes!

Filmstrips (Sound) in a Series

ADVENTURES IN LIBRARY LAND. Ed. Enrichment, 1977. 6 color filmstrips, 6 cassette tapes, guide \$108. Grades 3-6

Titles: **EXPLORING LIBRARY LAND; MEET MR. LIBRARY MANNERS; THE CURIOUS CASE OF THE CARD CATALOG; THE DEWEY DECIMAL DRAGON; DANNY DICTIONARY AND EDDIE ENCYCLOPEDIA; THE FACT-FINDING HUNT**

Lisa and Scott explore public library, delighted by characters who aid their explorations--e.g., Mrs. Goodbook, Mr. Bookfinder, Mr. Library Manners, Dewey Decimal Dragon; all characters are cartoon cut-outs superimposed over actual scenes in White Plains, New York, Public Library; a talking book cart leads tour of library; Mr. Manners sets them straight on library behavior; card catalog, alphabetical order, and guide cards are easily explained using subject heading **DINOSAUR**; Dewey Decimal Dragon explains Dewey System as a "road map to the library"; Danny Dictionary, Eddie Encyclopedia, and other general reference books also introduced; excellent for introducing public library services, basic library/media skills

BOOKS AND MORE: THE LIBRARY MEDIA CENTER. Paramount, 1976. 5 color filmstrips, 5 cassette tapes, guide \$88. Grades 3-7

Titles: **GETTING TO KNOW THE LIBRARY MEDIA CENTER; CHOOSING AND USING BOOKS; FINDING YOUR WAY IN THE CARD CATALOG; WATCHING AND LISTENING: AUDIOVISUAL MATERIALS; LOOK IT UP: REFERENCE BOOKS**

Thorough, clear, concise orientation or refresher presentation on use of all areas (except production) of library/media center; music interspersed throughout as background for pleasant-sounding female narrator; multiracial cast acts out script in typical school library/media center; especially appealing and exemplary is **WATCHING AND LISTENING: AUDIOVISUAL MATERIALS**, which explains terms and shows children using variety of materials for specific purposes; a videotape user is depicted accompanied by this dialogue: "Bob uses a videotape which was televised last year"--a natural lead-in to copyright concept; be sure teachers are present when you use this one!

CREATIVE PHOTOGRAPHY: CAMERA SERIES. Media Res., 1976. 6 color filmstrips, 6 cassette tapes, guide \$120. Grades 9-12

Titles: THE CAMERA; CAMERA SYSTEMS; EXPOSURE; COMPOSITION; LIGHTING: PART I; LIGHTING: PART II

Basic information presented accurately and straightforwardly on cameras, camera systems, exposure, composition, lighting; good treatment of filters; guide contains lesson plans, narration and visuals, glossary, bibliography; helpful basis for hands-on photography course; sound track could be better

THE GRAPHIC ARTS: AN INTRODUCTION. EAV, 1977. (Available from Media Systems.) 4 color filmstrips, 4 cassette tapes, guide \$89. Grades 9-12

Titles: TYPOGRAPHY AND DESIGN; ILLUSTRATION; PHOTOGRAPHY; FINE ARTS PRINTS

Beautifully produced series showing historic chronology of most appropriate examples in graphic arts, interspersed with timely musical accompaniment and interviews with current (1970's) leaders in each field; for individual interests, as well as studies in cultural history, mass media, occupational education

HOW TO USE LIBRARY MEDIA. Learning Tree, 1977. 4 color filmstrips, 4 cassette tapes, guide \$58. Grades 4-9

Titles: FILMSTRIPS AND SLIDES; CLASSROOM AV EQUIPMENT--A CHILD'S GUIDE; CASSETTES, TAPES AND RECORDS; 16MM FILMS AND FILMLOOPS

Demonstrates the operation of equipment most frequently used in library/media center: cassettes, tapes, records, silent and sound filmstrips, films and film loops, all shown being operated by students and adults, black and white, as narration outlines procedure; alas, too much information per filmstrip except as a refresher or reinforcement (probably not so helpful as a small-group, hands-on workshop); CLASSROOM AV-EQUIPMENT: A CHILD'S GUIDE is fine introduction to equipment and material available in media center; the media center photographed is not atypical of a North Carolina school media center; certainly helpful program for orienting students and faculty to availability of equipment and materials in media centers; clear, vivid color in photos; useful guide

PHOTOGRAPHY FOR KIDS. Media Res., 1977. 6 color filmstrips, 6 cassette tapes, guide \$95. Grades 3-7

Titles: YOUR CAMERA--THE NOT SO MAGIC BOX; MAKING A PINHOLE CAMERA; TAKING PINHOLE PICTURES; USING YOUR CAMERA; LEARNING TO SEE; DEVELOPING YOUR OWN POINT OF VIEW

A great series around which to set up learning/interest centers or classroom projects in any curriculum area, especially science (light rays and chemicals), cultural arts, or media education; titles are self-explanatory; each sound filmstrip is concise (5-10 min.) without scrimping on important details; variety of voices--an old wizard, two teachers, girls and boys--give explanations, demonstrations, and question/answer dialogues free of pedantry; performance objectives, activities before and after viewing, as well as scripts, in thorough teacher's handbook; will not intimidate the photography novice, whether student or teacher

THE PINHOLE CAMERA. Media Systems, 1977. 3 color filmstrips, 3 cassette tapes, guide \$49. Grades 3-12

Titles: BUILDING THE PINHOLE CAMERA; USING THE PINHOLE CAMERA; ADVANCED PINHOLE PHOTOGRAPHY

Anybody can do it: make and use a pinhole camera; great beginning for instructing in camera concepts from basics to figuring F/stop; simple photographs, authoritative male narration, clear captions; filmstrip manual includes vocabulary list for each of three parts

THE POWER OF THE MEDIA. Coronet, 1975, 1977. 4 color filmstrips, 4 cassette tapes, guide \$65. with 2 disc recordings \$65. Grades 7-12

Titles: THE MASS MEDIA AND GOVERNMENT INSTITUTIONS; THE MASS MEDIA AND VIOLENCE; THE MASS MEDIA AND EVERYDAY LIFE; CHANGING TECHNOLOGY AND THE FUTURE OF MASS MEDIA

Discusses impact of mass media on our lives positively and negatively; fast-paced information packed with documentary-like dialogue; content highlights freedom of press, Alien and Sedition Acts, government and media interaction and interdependence from Civil War, to McCarthy, to Watergate; also raises questions concerning television violence and controls of broadcasting media not covered by First Amendment; explores effects of mass media on consumerism, business, leisure time, and family life; summarizes futuristic technology envisioned in 1984 and BRAVE NEW WORLD and the basis of such technology currently available, including miniaturization of circuitry, TV-phone, 3-D television, laser, and satellites; visuals vary in style from historic to contemporary photographs and colored, chalk visuals; some repeated photographs and issues serve to reinforce the series; guide with activities and questions suggested for pre- and post-screening, learning objectives, summary and vocabulary for each

PRODUCING EFFECTIVE AUDIOVISUAL PRESENTATIONS. Media Res., 1976. 8 color filmstrips, 8 cassette tapes, guides \$160. Grades 8-12

Titles: PLANNING; GRAPHICS; PHOTOGRAPHY; SOUND RECORDING; PRESENTATION SYSTEMS; SLIDE COPYING; PRODUCING FILMSTRIPS; PHOTOGRAPHIC COPYING

Series of eight sound filmstrips constitutes good, basic introduction to art of audiovisual production; sequentially examines each topic, from graphics, photography, photographic copying, to sound recording, presentation systems, and slide copying; takes student through entire process of planning and producing an understandable audiovisual presentation; unfortunately, there's no substitute for practical experience, but given the problem of explaining the production process to a rank amateur, this series does quite well

TV: AN INSIDE VIEW. EAV, 1976. (Available from Media Systems.) 3 color filmstrips, 3 cassette tapes, guide \$60. Grades 9-12

Titles: ON THE AIR; THE HISTORY OF TELEVISION; THE BUSINESS OF NETWORKS

Three-part look at history and workings of broadcasting with emphasis on television; Part 1 covers in's and out's of a soap opera and news show; Part 2 is a chronological, textbook approach to history of TV, saved by old photographs; Part 3 is most informative account, explaining network development and rating system and interspersing narrative with old TV snapshots; information-packed series; for highly motivated students or background for teachers just beginning to incorporate study of mass media in social studies or language arts

UNDERSTANDING THE LIBRARY SERIES. BFA, 1978. 4 color filmstrips, 4 cassette tapes, 1 poster, 20 worksheets, guides \$80. each \$17. with disc recordings \$80. each \$17. Grades 4-8

Titles: HOW A LIBRARY IS ORGANIZED; THE PARTS OF A BOOK; USING THE LIBRARY; SPECIAL THINGS IN A LIBRARY

Tracks five 5th-7th graders using an inquiry approach for organizing and using their classroom library; students interview school media coordinator for information on organization and various media and consult with their teacher about parts of a book (they write their own) and on a group research project ("Could People Live on Mars"), which takes them on a field trip; storyline carries from one filmstrip to next; drawbacks include: (1) lack of cooperation between media coordinator and teacher (each deals separately with students), (2) unrealistic situation--five students rarely have the attention of the teacher and media coordinator without at least a background of class members, (3) lack of clarity--students may decide the message is to set up their own classroom library without even using resources in school library/media center; still, this might be a good approach to a tired old story if media staff preview before purchase and before use with students

FILMSTRIPS (SOUND) FOR TEACHER USE

UTILIZING INSTRUCTIONAL TELEVISION. Media Systems, 1976. 2 color filmstrips, 2 cassette tapes, guide \$37

Two-part program on use of television in the classroom; Part 1 gives clear, concise methods for using ITV as a classroom teaching medium; Part 2 teaches use of video recording equipment in playing video cassettes, recording off the air, or recording from films or other video cassettes; beneficial for in-service training in use of ITV and related equipment; Part 1 especially useful for teachers; Part 2 might apply more to media coordinators who would probably be responsible for taping

GAMES

SHELVE-IT! A LIBRARY GAME DEVELOPED BY SHARI WALLACE. Highsmith, 1977. 54 cards, game rules in plastic box \$4.75. Grades 2-7

The 10 major Dewey Decimal category cards, plus 42 specific subject cards, make a normal-sized card deck with as many game variations teaching children relationships between materials and their subject numbers, how to shelve materials, how to go from subject to card catalog, etc.; you'll want to buy more than one deck!

GAMES (FOR TEACHER USE)

Hunter, Darlene. THE COOPERATION GAME. Ohio, 19__ . 22 cards, guide \$_____.

Descriptions of school library and public library cooperative projects successful in Ohio, each printed on 5" x 8" card for easy reference; some 20 ideas easily adapted to individual situation include volunteer listeners to reluctant readers, storytelling and booktalks over cablevision, and traveling exhibits; strongly emphasizes cooperation between public and school librarians, advocating a workshop to introduce cooperative idea to all concerned; many good, commonsense suggestions, from major undertakings to little, friendship-building steps-- e.g., "a brown bag luncheon special

KITS

TELEVISION AND VALUES. Learning Seed, 1976. 1 color filmstrip, 1 cassette tape, 1 copy of TV ACTION BOOK, 1 copy of TELEVISION SPONSORS DIRECTORY, 2 duplicating masters, 24 project cards, 10 cards for simulation, TELEVISION ON TRIAL, guide \$38.60. Grades 8-12

Valuable kit for exploring television's influence; components pull together background information; filmstrip covers influence of TV commercials and programs on viewers' values as reflected in violence, behavior, language, fads, fashions; well-rounded, information-giving script; slight audio imperfections and several poor choices of slides do not detract from overall worth of presentation; activity cards stimulate individual and small-group research and production projects; TELEVISION ON TRIAL game is designed for large group; TV ACTION BOOK, reviewed on September, 1977, Media Education Advisory List, provides good background information (See p. 8 of this bibliography for annotation of THE TELEVISION SPONSORS PRODUCT CROSS-REFERENCE DIRECTORY)

TELEVISION, POLICE, AND THE LAW. Argus, 1977. 1 student reader, 6 duplicating masters, guide \$4.50. Grades 7-12

Prime Time School Television uses impressive but unburdensome selection of 17 articles (student handbook), plus TV programs and record-keeping sheets, to analyze, compare, investigate, and evaluate police work in real life and police work depicted on television; important adjunct to Constitutional rights studies, mass media, career education; what would be the most expensive part of an instructional package--the video component--is in PTST package completely free, for commercial TV programming is used

TELEVISION VIOLENCE. Learning Seed, 1977. (Available from Media Systems.) 1 color filmstrip, 1 cassette tape, 2 duplicating masters, guide \$ _____. Grades 7-12

Unenthusiastic voice of narrator detracts from information presented in analysis of television violence and supporting evidence that TV violence does relate to crime, insensitivity, fear, and illness of viewers; data supporting script are presented in workbook; spirit masters included for data collection as part of planned study of television violence; users should refer to Action for Children's Television, 46 Austin Street, Newtonville, Mass. 02160 for additional materials relative to television's impact on users

PROGRAMMED MATERIALS

Yeamans, George T. MOUNTING AND PRESERVING PICTORIAL MATERIALS: A PROGRAMMED PRIMER. Ball State, 1976. unpub. \$2.95 paper. Grades 7-12

Paperback workbook on basic procedures for dry mounting, laminating, and cloth backing pictorial materials such as pictures, maps, charts, photographs, by means of dry mount press or hand iron; divided into three sections containing over 150 frames or steps which present, reinforce, and test information

Yeamans, George T. PROJECTIONISTS' PROGRAMMED PRIMER. 3rd ed. Ball State, 1975. unp. \$3.75 paper. Grades 7-12

Self-teaching workbook on basic procedures and terminology involved in using opaque, overhead, slide, filmstrip, and motion picture projectors, as well as projection screens; over 400 frames (drawings) teach step-by-step processes; material outlines objectives, tests students, reviews content, and concludes with self-test

Yeamans, George T. TRANSPARENCY MAKING MADE EASY. Ball State, 1977. unp. \$3.75 paper. Grades 7-12

Another title in a group of programmed workbooks on production developed by Yeamans; five sections cover basic techniques in transparency making--lettering, thermal-copy process, Diazo process, and picture transfer method (color-life); excellent refresher or handy reference for beginners; numerous illustrations facilitate directions

SLIDE SETS (SOUND)

HOW TO SURVIVE IN SCHOOL: USING LIBRARY RESOURCES AND REFERENCE MATERIALS. Ctr. Humanities, 1978. 3 boxes containing 240 color slides in 3 carousel cartridges, 3 cassette tapes, three 12" disc recordings -33 1/3 rpm, guide \$179.50. Grades 9-12

Three-part sound/slide program details in step-by-step fashion the techniques, reference tools, and library skills required for effective research; covers organization of library collection, location, circulation procedures, and use of card catalog in dialogue between two students assigned a research project and their librarian; excellent resource for preparing classes for research projects