

1980?

SIMON FRASER UNIVERSITY

FACULTY OF EDUCATION
EDUCATION 463-4 (EDUCATIONAL MEDIA)

COURSE DIRECTOR:
EDWARD BAKONY

COURSE OUTLINE

Prerequisites: EDUC 401/402

Texts:

Brown, Lewis and Harclerod
A-V INSTRUCTION. MATERIALS AND METHODS
and
Brown and Lewis
A-V INSTRUCTIONAL TECHNOLOGY MANUAL

The application of media to the methodologies of teaching, learning and curriculum design; development of instructional materials in lab settings.

The course will embody studies in communications theory, through lectures, readings, screenings and seminars, centred on the integration of media in education. These studies will be the context for assigned lab projects in the development and design of instructional materials: film, photography, audio and videotapes, graphics and other classroom materials. Assessing their effectiveness will be an empirical element in their design. The objective of the course is to introduce students to the possibilities of media in education.

The primary focus will be the rationale of educational media as communication in a humanistic vein. Studies of the work of George Gerbner, Marshall McLuhan, Ingmar Bergman, Donal Theall, S.I. Hayakawa and others will be related to media design for practical classroom objectives : Achievement of enlightenment, motivation, discrimination, concept learning, problem solving and other goals.

Overall orientation will be George Gerbner's concept of educational media as a communications process: appearances (phenomena), interpreting experiences (observation, perception, learning), and the interpersonal and social context in which appearances and experiences are symbolized, transmitted and shared. The ideal outcome of this process is for the teacher to have created a common learning experience which his or her students can share.

Attendance and participation are vital. Cognizance will be taken of student concerns. Term projects will be announced at the beginning of the course. Evaluation will be based on participation and on quality of theoretical and practical work submitted.