

EDUC 463-4 EDUCATIONAL MEDIA

Intersession, 1984

Instructor: Dr. Geoff Potter

Mondays, Wednesdays, 1:00 - 4:50

Location: on campus

Course Objectives:

The general objective of this course is to introduce you to contemporary communications media and their impact on learning and teaching.

By the conclusion of the course you should be familiar with the following areas of Educational Media:

- Social and technological developments that have lead up to the current "information revolution";
- the principles of Visual Literacy;
- the operation and effective use of the communication media currently used in Education;
- the production of educational "software";
- the educational use of films and television; and
- the effects of mass media on children and education.

Topics:

1. The impact of technology on society and its implications for education (a series of illustrated lectures).
2. The need for visual literacy in education (a series of illustrated lectures).
3. Audio-visual media: equipment operation: a series of practical laboratory sessions and demonstrations designed to make you profficient in the operation of audio-visual equipment currently used in schools.
4. Educational software production: a series of demonstrations and practical laboratory sessions during which you will be able to learn how to make overhead projection transparencies, slides, videotapes, tape/slide programs, graphics, audio-tapes and basic micro-computer programs.
5. The educational use of films and television illustrated seminars on the structure and form of film and television and its use in instruction.
6. The Mass Media: illustrated seminars on the social effects of television and other mass media.

Project:

You will be required to complete a project for the course, using one or more of the media dealt with in the course. Your grade is based upon equipment operation tests and this project.

Text: Heinich, Molenda, Russell. Instructional Media and the New Technologies of Instruction.