
□ J.E.T.T. UPDATES

The Project for International Communication Studies (PICS)

In the Beginning...

Inaugurated in 1982 at The University of Iowa, the purpose of the project is to foster the use of **authentic foreign television materials** in foreign language and international studies via the media of **videotape and videodisc**. As a natural outgrowth of the project activities at Iowa, faculty at four American institutions of higher education (Brigham Young University, Clark University, Middlebury College, and Ohio University) agreed in 1985 to join Iowa in forming the **PICS Consortium**. In the summer of 1986, major funding from the Annenberg/CPB Project helped launch the **PICS Network** which draws together colleagues from colleges, universities and high schools across the country in order to acquire rights to materials abroad, select appropriate programs, develop ancillary materials, publish video packages (including printed and computer-based support), and distribute these products as widely as possible on a non-profit, educational basis.

PROJECT ADDRESS: PICS, 266 International Center, The University of Iowa, Iowa City, IA 52242

PHONE NUMBER: (319) 335-2335

NEW Toll Free Number: 1-800-373-PICS

PRICES: As of December 1, 1988, PICS is drastically reducing its prices on every single videocassette and videodisc program. Prices for typical videocassette programs are as follows: 30 minutes: \$29.95; 60 minutes: \$39.95; 90 minutes: \$49.95; 120 minutes: \$59.95.

TRANSCRIPTS: Because many teachers consider transcripts an important tool in teaching with video, PICS has established a new policy: PICS will offer a free copy of any PICS program (for which we do not already have a transcript) to any colleague willing to provide PICS with a

copy of it. Upon receipt of the transcript (within two months of the agreement) the transcriber may choose one other PICS program as a complimentary copy.

ACQUISITIONS: PICS has signed a new agreement with Spain's RTVE and are in the process of strengthening our German and French offerings. In addition, our negotiations have progressed to the point where PICS hopes soon to offer programs from the Soviet Union, Japan, Korea, Brazil, and the Côte d'Ivoire.

Finally, a Videodisc in Spanish

PICS is releasing its latest videodiscs in August, among them the double-sided disc in Spanish, *La Religión y el hombre*. The television series from which the hour-long selection is taken, *Segunda Enseñanza*, is a dramatic series set in a high school in Spain. In this episode conflict arises out of the observation of Christmas; eventually students of various religions participate in a Christmas celebration at the school.

As with all PICS videodiscs, on the disc itself are found transcript and key word screens for the entire spoken text of the program. With the PICS software it is possible to use various listening tools in class or individually. At any point in your viewing, complete transcript and key word screens are available for each sentence at the touch of a key. Sentence-by-sentence play and previewing of images for pre-listening are possible as well. Also available now with PICS software are numerous exercises, including cloze exercises, plot puzzles involving the correct ordering of events for global comprehension, and an exercise in which students must answer simple questions by typing short sentences based on the content of the video.

Cost: \$119.90

CONTACT: PICS, University of Iowa, 266 International Center, Iowa City, IA 52242. 800-373-PICS.

Authentic French Programming

Télématin, a video for the French classroom, has recently become available through PICS. It is currently available on videocassette for \$39.95 (including a complete transcript), and will soon be available on videodisc as well.

Télématin is a popular French morning show, comparable to NBC's **Today** show. The authentic programming is re-edited for use in the U.S.; it includes such segments as weather forecasts, popular songs, travel tips, household hints, news broadcasts, and advertisements. A workbook to accompany this video program will be available from Houghton Mifflin for the 1989-1990 school year.

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Germany Mirrored on New Videodisc

A new German-language videodisc from PICS, **Deutschlandspiegel: PICS-Platte I und II**, contains four segments per side with a broad range of topics from historical tourist attractions to economics to school and sports. The segments are taken from the *Deutschlandspiegel*, programs distributed by the Goethe Institute about a variety of West German topics.

The subjects on *PICS-Platte I* are **Die Höllentalbahn**, a train ride through the Schwarzwald; **Burg Eltz**, a tour of the oldest undamaged castle in Germany; **Ballett-Internat Salzau**, a preparatory school for young ballet dances; and, **40 Jahre DM**, a short history of the West German currency. On *PICS-Platte II* are videos of **Der erste Schultag**, the first day of school for children in Hamburg, showing the customs that accompany the day including the traditional gift of a large wrapped cone of candy for children entering first grade; **Die Insel Fehmarn** about Germany's only island in the Baltic; **FC St. Pauli** about one of the professional soccer teams in West Germany; and, **Faszination**

Segelfliegen concerning glider flying in southwestern Germany. The short videos offer a variety of people and scenery from numerous area in West Germany.

As a teaching tool, the videodisc allows a unique flexibility to the language teacher and student. Linked to a microcomputer, videodiscs offer powerful tools and challenging tasks for building comprehension skills and cultural knowledge. The videos may be viewed with one of two soundtracks, either the original text or an alternate, simplified version. Each of the audio versions is also offered in subtitled form in German to be read while watching the video.

COST: The PICS-Platte I und II videodisc is \$119.90.

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Specifications

TV Standards: Most PICS video materials are received from abroad in foreign TV standards. *All are distributed in the American standard*, after conversion by the University of Iowa Video Center.

Videotape Formats: All orders will be placed in the VHS format unless Beta or U-matic are indicated.

Subtitled and Alternate-Audio Versions: A number of products are available with and/or without subtitles; others come with a choice of soundtracks.

Copyright: All PICS video materials have been obtained by arrangement with the copyright holder and are distributed for use at educational institutions. No further distribution—by sale or by other means—is permitted.

Billing: Bills are payable within 30 days of receipt of invoice.

Exchanges: Under most conditions, tapes cannot be exchanged unless an order was improperly filled by PICS.

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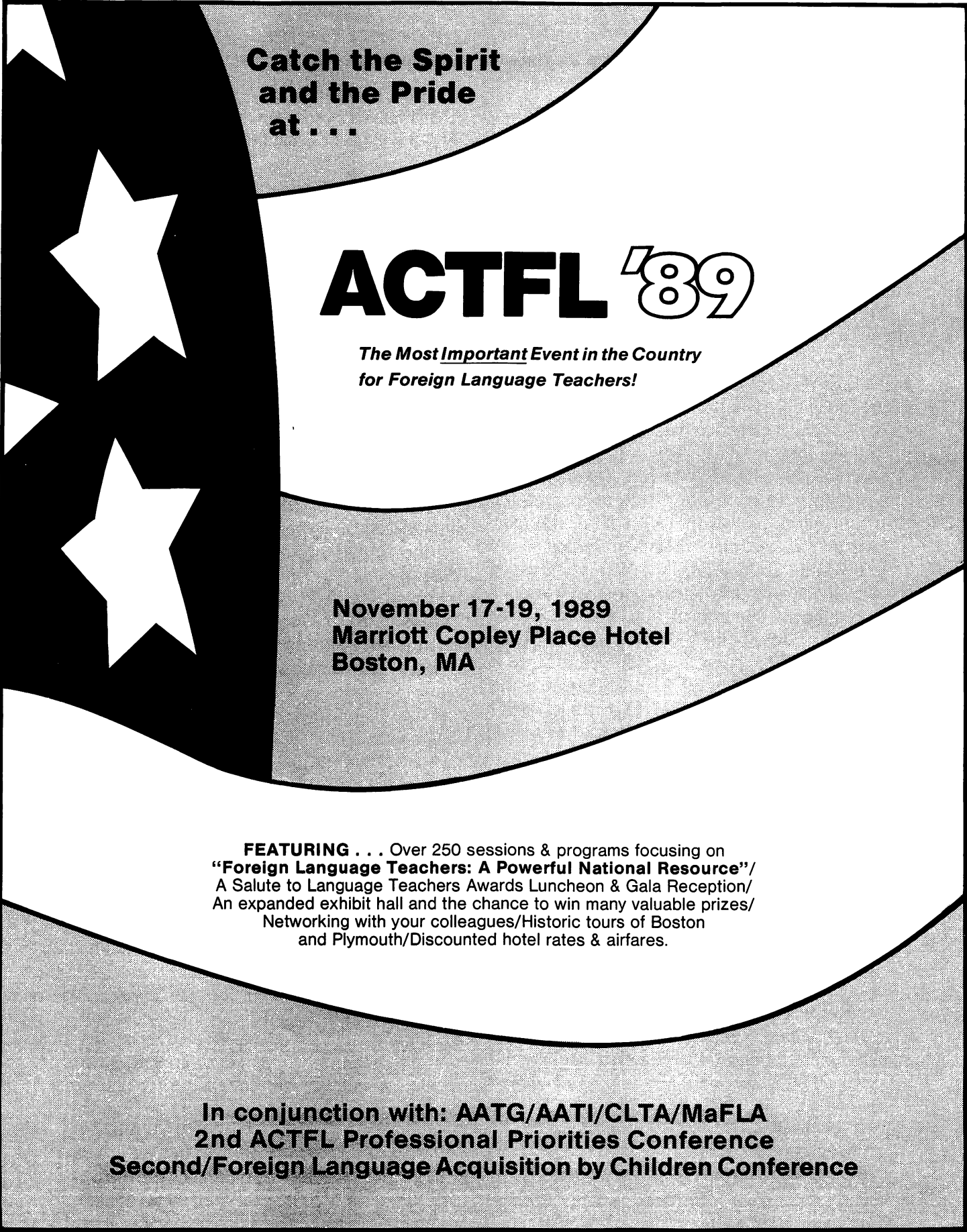
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The journal, now in its 16th year, is published by the India International Centre.

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