



Expanding The Uses Of Media¹

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Outline for the Presentation

How We View the Problem:

1. Professional people in instructional media must be more than passive servants. They must provide *excellent* responsive services to meet the stated needs of clients, but then get into the creative edge of things.
2. Our role is to create *with* and to create *for* teachers.
3. Looking over the teacher's shoulder is more productive than forcing the teacher to define objectives or to do anything else as a pre-condition to getting help from you.
4. The cardinal sins of media consultation:
 - Making a simple idea complicated.
 - Frightening away creative teachers.
 - Spending more money than an idea is worth.
 - Losing the original idea under an avalanche of alternatives.
5. Projects concerned with new or modified hardware should be put into software design phases *before* the hardware is completed. Interaction between hardware and software is highly productive of ideas for refinement and for cost-reduction—*if* it occurs before it's too late.
6. Those who want to be innovators and creators need first-hand acquaintance with the capabilities of media. Knowledge of basic concepts of electronics and electronic computing logic is invaluable.
7. As we see the next five years, the most promising medium for continued expansion into effective new teaching systems is audiotape.

We take particular satisfaction from capitalizing on the particular limitations of a given medium. For example, what can a silent motion picture do that a sound motion picture can't do?

1. Be produced much more cheaply.
2. Re-direct our attention to non-verbal forms of learning.

That's enough for a start, and now we're off!

Or another one, what can printed materials do that films or tapes can't do?

1. Be produced much more cheaply.
2. Require less equipment.
3. Provide for a rapid independent interaction of individual learner and material leading promptly into a discussion.

Again, it's heresy if you hold stock in a film or tape supply house, but it can be the re-opening of a neglected road to better reaching! The left to right; right to left approaches.

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