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
Contacts: 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.

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

Contact: PICS, University of Iowa, 266 International Center, Iowa City, IA 52242; 1-800-373-PICS.

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 V-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.
Speaks of issues across disciplines

The India International Centre QUARTERLY publishes articles on a wide range of subjects reflecting serious thinking on contemporary concerns — national, regional and international.

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Inga Thorsson                  Hans Singer
Igor Bestuzhev-Lada            Nathan Glazer
Marc Nerfin                    Arthur Imhof
Ignacy Sachs                   Daniel Weissbort
Paul Gregorios                 Kamla Chowdhry
and others

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

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