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ABSTRACT

Selected for inclusion in this annotated bibliography are 451 audiovisual aids that can be used to supplement library and information science curricula. This edition has sought to take into account the evolving curriculum trends, processes, and technology for a discipline-based information science curriculum. Each item cited in the bibliography lists the title; media designator; length; color and/or black and white; date, if available; a brief description of the subject content; producer; current rental source; and series note. Appended are names and addresses of producers for those interested in purchasing films listed in the bibliography. A subject index with cross references is provided. (Author/JPF)

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AUDIOVISUAL MATERIALS IN SUPPORT OF

INFORMATION SCIENCE CURRICULA;

AN ANNOTATED LISTING WITH SUBJECT INDEX

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by

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2nd ed.

Revised and expanded

November 1977

ERIC Clearinghouse on Information Resources
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FOREWORD

When this compilation was first issued in June 1971, it was noted that in introducing students of library science to the broader aspects of theory and technology encompassed by the term "information science," an urgent need became apparent for audiovisual materials in support of the newly emerging curriculum. Since that time, the need continued unabated. Concurrently, many new audiovisual materials were issued or discovered, and additional library schools have revised their curricula, added new courses, and in general, sought to take into account the evolving conceptual trends, processes and technologies for a disciplined-based rather than an institutionally-based library and information science curriculum.

In the intervening years since 1971, while some useful bibliographies have been published, little progress has been made with respect to national bibliographic control of audiovisual materials. As before, a great many published and unpublished sources had to be consulted in order to arrive at the present compilation. A letter seeking to identify industry-produced audiovisual materials was forwarded to approximately 100 top U.S. manufacturers and suppliers of data processing equipment and services. Some of the published sources examined include: Library of Congress Catalog: Films and Other Materials for Projection (Library of Congress, Washington, D.C.); Catalog of United States Government Produced Audiovisual Materials (National Audiovisual Center, Washington, D.C.); Educational Media Catalogs on Microfiche (Olympia Media Information, New York, N.Y.); NICEM Index(es) (National Information Center for Educational Media, University of Southern California, Los Angeles, California); Film Library Catalog (New York University); Educational Rental Films (Audiovisual Services, Kent State University); Film Services Catalog (State University of New York); Film Catalog (Indiana University Audiovisual Center); Films (Syracuse University); Film Catalog (University of Southern California); Educational Film Catalog (University of Michigan); Films (University of California Extension Media Center, Berkeley, California); Film Guide (National Cash Register Co., Dayton, Ohio); Audio-Visual Library Catalog (Eastman Kodak Co., Rochester, New York); Audio/Visual Library Catalog (Digital Equipment Corporation, Maynard, Massachusetts), and other similar titles.

The compiler welcomes suggestions of new items for inclusion in a future revision of this publication and solicits your critical evaluation of the items listed. In all instances, one availability source was provided for each item listed. Generally, a lending source was given preference over a purchase source.

Sincere thanks are due to Mr. Ira Levine, my graduate research assistant, for his aid in searching the pertinent bibliographic listings, including industrial and institutional film catalogs, and to Ms. Donna D. Wanek for typing and proofreading the revised manuscript.

Irving M. Klemperer,
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State University of New York at Albany
November 19, 1977

PREFACE

To say that education for information science has its problems, and needs all the help it can get, is an understatement.

In the United States and Canada alone, there are some 100 educational institutions, schools and departments, and some 700 faculty members, involved in teaching some aspect of information science, whose interpretations of the subject matter of "information science" and intensity of involvement with information science differ widely. The institutions have dissimilar orientations, curricular structures, and names, and so do the courses.

There are a number of professional associations with a stated interest in education for information science, but their viewpoints, aspirations and efforts differ widely.

The literature related to information science is as disparate as are the varied interpretations and orientations. In the field of information science, there are theoretical and experimental orientations, practical and technological orientations, social and psychological orientations, as well as philosophical orientations. Institutions, associations and the literature are directed either toward a single orientation or toward some combination of these orientations.

In addition to these conceptual problems, there are other problems more immediately related to instruction, problems with which the teachers of information science have to struggle on a day-to-day basis. One of these is the problem of aids for use in instruction. Audiovisual materials are one of the aids which greatly enhance and reinforce the learning process and often, as a side benefit, enliven the whole education process.

Audiovisual materials have a yet unrealized potential in education for information science. Thus far, these aids have been relatively unknown, and that has presented a great problem in identifying their availability to anybody wanting to utilize them. We are, therefore, greatly indebted to Professor Klempner for calling our attention to the existence and availability of these potentially very useful resources. Teaching, explaining, and promoting information science will be made easier with the help of bibliographies such as his.

The Special Interest Group for Education in Information Science (SIG/ES) of the American Society for Information Science (ASIS) has as its purpose to provide a framework within which those that have an interest in education for information science may share their professional activities and studies... (and) to collect and disseminate information concerning education in this field...

SIG/ES sponsored the 1971 edition, in cooperation with the ERIC Clearinghouse on Library and Information Sciences and the ERIC Clearinghouse on Media and Technology. Speaking for the group at that time, I expressed our belief that this publication would perform a useful and needed service not only to the members of SIG/ES and to the members of ASIS, but to all those interested directly, or indirectly, in teaching and promoting information science. This revised and expanded edition published by the ERIC Clearinghouse on Information Resources, in providing an updated listing of these materials, should continue to fill a very real need in the area of education for information science.

Tefko Saracevic
Professor
School of Library Science,
Case Western Reserve University
Cleveland, Ohio
November 1977

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001 Aark--Something About Communication
(16 min., 16mm, color)

Defines communication showing how it gives meaning to life, ways of getting ideas across, and obstacles to the communication process. Illustrates advances in audiovisual techniques. (U.S. Air Force)

Available from New York University Film Library, 26 Washington Place, New York, N.Y. 10003.

002 Access (19 min., 16mm, color, 1974)

Discusses the problems of locating and retrieving useful information from the proliferation of information created as a result of increased technology and introduces the basic concepts and use of computerized information access systems. Illustrates several systems including DIALOG, SPIRES, and LEADER, and explains the three types of data bases used in computer systems. Suggests that computer storage systems, coupled with easy-to-use, inexpensive, yet efficient retrieval systems, can decrease the difficulty of making use of the wealth of information being acquired. (Stanford University)

Available from Indiana University, Audio Visual Center, Bloomington, In. 47401.

003 Access (22 min., 16mm. color, 1975)

A general overview of NASA's scientific and technical information program. Shows the various announcement media and the on-line, interactive search and retrieval system which provides a user direct access to the entire information store of over 1.2 million citations. Describes other products and services that also will assist a scientist or engineer in solving information problems. (National Aeronautics and Space Administration)

Available from NASA Goddard Space Flight Center, Photographic Branch Code 253, Greenbelt, Md. 20771.

004 Accounting Machine (24 min., 16mm, black & white, 1971)

Presents the functional components of the machine. Shows how card volume can be reduced for a cumulative report by the summary punching capability. (The Wiley Punched Card Data Processing Film Series)

Available from John Wiley & Sons, Inc., 605 Third Avenue, New York, N.Y. 10016.

005 Accounting Machine--Collator, Calculator (15 min., 16mm, color, 1968)

Describes the accounting machine in terms of its parallel method of printing. Shows detail printing, group printing, summary punching and the function of the reproducing punch. Demonstrates calculator and collator selecting, matching, merging, and sequence checking. (The Data Processing Series)

(Moreland--Latchford Productions)
Available from Sterling Education, 241 East 34th St., New York, N.Y. 10022.

006 Adage Graphics System, The--Interactive Computer Graphics
(18 min., 16mm, color, 1972)

Provides examples of several applications of computer-generated graphics. (Blake Films)

Available from Blake Films, 104 West Concord St., Boston, Ma. 02118.

007 Advances in the Psychology of Thinking (Audiotape, 10 hrs., 5 lectures, 1975)

Cognitive processes in human beings are under intense study today from a diversity of perspectives, including child study, linguistics, experimental psychology, neurology, education, and computer science. Each of the lectures in this series is presented by an investigator who has made significant contributions to the understanding of productive thought. (University of California Extension Media Center)

Available from Audiotapec, Dept. AR-1, University of California Extension Media Center, Berkeley, Ca. 94720.

008. Air Force Technical Order System, The (19 min., 16mm, black & white, 1957)

Explains the U.S. Air Force technical order system-including a library of some 35,000 technical manuals, how they are filed, and how to find the manual needed for a specific job. (TF01-5105) (U.S. Air Force)

Available from National Audiovisual Center, National Archives and Records Service, General Services Administration, Washington, D.C. 20409.

009. All About ERIC (68 35mm slide, or filmstrip format and 12 min. tape, color, 1971)

An audiovisual presentation for introducing the scope and functions of the Educational Resources Information Center, U.S. Office of Education. (Photo Laboratory, Inc.)

Available from Photo Laboratory, Inc., 3825 Georgia Avenue, N.W., Washington, D.C. 20011.

010. Alphabet, The (10 min., 16mm, color, 1957)

Dr. Frank Baxter uses a map to show how our alphabet, which originated with the Phoenicians some 3,000 years ago, was passed to the Greeks and then to the Romans. He traces the changes in form through which the A, B, C, D and others have passed. (The Milestones in Writing Series) (University of Southern California)

Available from University of Southern California, Film Distribution Center, Division of Cinema, University Park, Los Angeles, Ca. 90007.

011. Alphabet, The (29 min., 16mm, kinescope)

Analyzes the English writing system and traces the origin, development, and spread of the alphabet. Shows and explains various writing systems including Sanskrit, Chinese, and Arabic. Discusses the significance of hieroglyphics in the development of written language. With Dr. Henry Lee Smith, Jr., Professor of Linguistics

and English, State University of New York at Buffalo, (Language and Linguistics Series) (NET Film Service)

Available from University of California Extension Media Center, 2223 Fulton Street, Berkeley, Ca. 94720.

012. Analog Concepts (42 min., visuals and audio cassette)

Presents the fundamentals of analog-to-digital conversion, resolution vs. speed, differential linearity, A/D state, width distribution, noise, and A/D specifications. (Digital Equipment Corp.)

Available from Digital Equipment Corporation, 146 Main Street, Maynard, Ma. 01754.

013. Anatomy of Data, The (11 min., color, 1976)

Points out the serious discord that exists among the numerical data of science and technology reported in open research literature. Through on-location interviews with scientists knowledgeable in this field, and using examples drawn from the files of CINDAS (Center for Information and Numerical Data Analysis and Synthesis), illustrates the pitfalls possible when data has not been critically evaluated. Briefly outlines the history of CINDAS, the purpose served by the facility, and how to access information, stressing the role and usefulness of Data Synthesis. (Purdue University)

Available from Purdue University Audiovisual Center, Stewart Center, West Lafayette, In. 47907.

014. Application of Behavior Modification to Business (20 transparencies, color, 1974)

Shows how behavioral psychology is applied in managing people. (Lansford Publishing Co.)

Available from Lansford Publishing Company, 2516 Lansford Ave., San Jose, Ca. 95125.

- 015 Are You Listening? (21 min., 16mm, color, 1972)

Uses examples from the home, school, business, and the church in order to show that nonverbal messages are often as important as verbal messages. (Brigham Young University)

Available from Brigham Young University, Dept. of Motion Picture Production, Provo, Ut. 84601.

- 016 At Long Last (20 min., 16mm, color, 1973)

A description of Canada's National Library, its operation, its cooperative endeavors, and its special information retrieval services. (National Library of Canada)

Available from National Library of Canada, 395 Wellington St., Ottawa, Ontario, Canada.

- 017 At the Center (29 min., 16mm, color, 1970)

Depicts the role of the school library media specialist through visitations at several progressive school media centers. Discusses reasons for entering the media profession, and the services that can be provided by a center. Concludes with a discussion of the profession by participants at a media convention in Anaheim, California.

Available from Indiana University, Audio-Visual Center, Bloomington, In. 47401.

- 018 Automation (84 min., 16mm)

Presents viewpoints on automation ranging from that of a union worker to those of a college professor and the head of one of the world's largest corporations. The camera shows viewers automation currently in dozens of industries throughout the country. (See It Now Series) (Columbia Broadcasting System)

Available from New York University Film Library, 26 Washington Place, New York, N.Y. 10003.

- 019 Automation--The Next Revolution (28 min., 16mm, black & white)

Pinpoints the social and economic problems of automation and the need for massive effort to create jobs and overcome these problems. Workers, labor leaders,

and industrialists discuss today's economic progress. Students see automation revealed as the dominant factor in the new industrial revolution. (McGraw-Hill)

Available from New York University Film Library, 26 Washington Place, New York, N.Y. 10003.

- 020 Base and Place (30 min., 16mm, black & white)

Presents the characteristics, history, and applications of the binary system and emphasizes the basic principles of base and place in our system of numeration. Indicates how numbers are represented in the binary system and the relationship to electronic digital computers. (Understanding Numbers Series) (University of Michigan) (NET Film Service)

Available from University of California Extension Media Center, 2223 Fulton St., Berkeley, Ca. 94720.

- 021 Basic Computer Terms (16 min., 16mm, super 8mm, or videocassette, color, 1976)

Uses humor and animation to show the steps involved in using a computer, the main parts and processes of computers, using both big and small computers as examples. (Renon Productions)

Available from Pyramid Films, P.O. Box 1048, Santa Monica, Ca. 90406.

- 022 Basic Film Terms--A Visual Dictionary (15 min., 16mm, color, 1970)

Presents precise visual examples of important film terms. Shows the different ways of preparing a film script, provides 'VISUAL DEFINITIONS' of sound recording and editing methods and demonstrates the various kinds of camera movements, shots and lenses. (Pyramid Film Production)

Available from University of Southern California, Film Distribution Center, Division of Cinema, University Park, Los Angeles, Ca. 90007.

- 023 Better Way, The (15 min., 16mm, color, 1962)

A description of the procedures

employed in the reproduction of engineering drawings through the application of micro and xerography. Provides a detailed explanation of the use of the Xerox 1824 printer. (Xerox Corporation)

Available from Xerox Corporation, Audiovisual Services, Xerox Square, Rochester, N.Y. 14644.

024 Better World (8 min., 16mm, color, 1967)

Describes the influence of computers on everyday activities, including education, medicine, traffic control on the ground and in the air, space research, law enforcement, and general business community. (Produced by IBM World Trade Corporation)

Available from Film Enterprises, Inc., 485 Fifth Avenue, New York, N.Y. 10017.

025 Bill of Rights in Action, The-Freedom of Speech, (21 min., 16mm, color, 1968)

Follows the case of an unpopular speaker who is convicted of disturbing the peace. Portrays the lawyers arguing the constitutional issues in a court of appeals. Stresses the importance and complexity of the issues involved in free speech. (Bernard Wilets)

Available from University of Southern California, Film Distribution Center, Division of Cinema, University Park, Los Angeles, Ca. 90007.

026 Bill of Rights in Action, The-Freedom of the Press (23 min., 16mm, color, 1973)

Explains that the first amendment to the American Constitution says that Congress shall make no law abridging freedom of the press. Questions this meaning regarding a reporter's right to refuse to cooperate in a criminal investigation to protect the name of his source for a news story. (BFA Educational Media)

Available from University of Southern California, Film Distribution Center, Division of Cinema, University Park, Los Angeles, Ca. 90007.

027 Bill of Rights in Action, The-Right of Privacy (23 min., 16mm, color)

Demonstrates the complexity of the concept of privacy. Shows court interpretations and various procedures in attaining a warrant for bugging devices. (Bernard Wilets)

Available from University of Southern California, Film Distribution Center, Division of Cinema, University Park, Los Angeles, Ca. 90007.

028 Binary Numbers, pt. 1. (Filmstrip/ audio tape, 46 fr., 35mm, color, 1969)

Examines place value, additive properties and base of the decimal system to present these elements in the binary system. (The Computer Series III--The Binary Number System Series) (Kinney-Wolf Productions)

Available from BFA Educational Media, 2211 Michigan Ave., P.O. Box 1795, Santa Monica, Ca. 90406.

029 Binary Numbers, pt. 2. (Filmstrip/ Audio tape, 48 fr., 35mm, color, 1969)

Explores the relationship between decimal numbers and binary numbers through conversion of numbers from one system to the other. (The Computer Series III--The Binary Number System Series) (Kinney-Wolf Productions)

Available from BFA Educational Media, 2211 Michigan Ave., P.O. Box 1795, Santa Monica, Ca. 90406.

030 Book, The (18 min., 16mm, black & white), (1955)

Swedish film production gives a graphic and imaginative survey of publishing in all its phases, including the mechanics of printing books, as well as the responsibilities and contributions of author and publisher. (Encyclopaedia Britannica Educational Films)

Available from Encyclopaedia Britannica Educational Corp., 425 North

Michigan Avenue, Chicago, Il. 60611.

- 031 Books on Trial (29 min., 16mm, black & white, 1961)

Explores the issue of literary censorship and utilizes the pro and con opinions of local leaders, following attempts to ban Henry Miller's controversial book, TROPIC OF CANCER, from the shelves of the Free Library of Philadelphia. (WCAU-TV)

Available from WCAU-TV, Department of Public Affairs, City and Monument Avenues, Philadelphia, Pa. 19131.

- 032 Business, Behaviorism and the Bottom Line (23 min., 16mm, color, 1972)

Dr. B.F. Skinner defines such concepts as behaviorism, operant conditioning, reinforcement, and shaping. Methods for modifying behavior to obtain greater productivity are demonstrated in industrial settings, including telephone answering, computer programming, warehousing, shipping and receiving, and managerial duties. (B.F. Skinner Film Series) (CRM/McGraw Hill Films)

Available from University of California, Extension Media Center, 2223 Fulton St., Berkeley, Ca. 94720.

- 033 Business Filing (6 filmstrips/3 records or 6 cassettes)

Compares and contrasts various kinds of filing systems and presents the basic principles of alphabetizing, coding, the use of guides and several methods of control. Modern filing equipment, data processing, and microfilming techniques are shown. (Coronet Films)

Available from Coronet Films, 65 E. South Water St., Chicago, Il. 60601.

- 034 By the Numbers (16 min., 16mm, color, 1962)

An explanation of how visual images are changed into numbers so that they can be interpreted and manipulated by computers. Illustrates conversion of aerial photograph to computer-produced map and points to other applications. (IBM)

Available from University of Michigan, Audio-Visual Education Center, 416 Fourth Street, Ann Arbor, Mi. 48103.

- 035 Cable Television: The Giant is Awake (2 filmstrips, 35mm, color, 1973)

Part 1 gives an orientation to the whole spectrum of cable television and focuses on how this communication medium affects our daily lives. Part 2 discusses the future of cable television, focusing on the kinds of decisions that educators and community groups need to make in planning the use of cable television. (National Education Association in cooperation with Associated Press)

Available from National Education Association of the United States, 1201 16th St., N.W., Washington, D.C. 20036.

- 036 Cable T.V., Public Access and People (28 min., 16mm, color, 1974)

Uses the cinema verite technique in following the activities of persons involved in public access cable T.V. A housewife, youth, black, senior citizen, clergyman and an emotionally disturbed child are among those who reveal through actions and words how important the new public access T.V. is to them and to others. (United Methodist Communications)

Available from Mass Media Associates, Inc., 2116 North Charles St., Baltimore, Md. 21218.

- 037 Card Punch, The (20 min., 16mm, black & white, 1971)

Illustrates the basic purpose of the card punch, discusses functional components, control switches, keys, and provides a review of the Hollerith coding system. (The Wiley Punched Card Data Processing Film Series)

Available from John Wiley & Sons, Inc., 605 Third Avenue, New York, N.Y. 10016.

- 038 Catalyst, The (13 min., 16mm, color, 1970)

Depicts UNIVAC's real-time capabilities. The catalyst is the computer. Applications in the film include Apollo, anti-submarine warfare, air traffic control, global weather forecasting, medical

- research and education. (AVU 4738)
(Sperry Rand Corporation)
Available from Sperry Rand Corporation, UNIVAC Division, Film Library, P.O. Box 500, Blue Bell, Pa. 19422.
- 039 Censored--The Story of Book Censorship in the United States (Filmstrip with cassette, 90 fr., 35mm, color, 1974)
Outlines the course of censorship of politically unfavorable or obscene materials from the 1798 Alien and Sedition Acts to the 1973 Supreme Court decision. (Karyn Kruse)
Available from Karyn Kruse, 1045 Prairie, Beloit, WI, 53511.
- 040 Century 21 (17 min., 16mm, color, 1963)
An animated film which describes Xerography and suggests applications to the art of graphic communications both now and in the future. Produced for use by the American Library Association at their exhibit at the Seattle World's Fair.
Available from Xerox Corporation, Audiovisual Services, Xerox Square, Rochester, N.Y. 14644.
- 041 Challenge of Change (20 min., 16mm, color, 1966)
Describes present day information explosion, shows how librarians are storing information for reference, and points out the need for trained librarians to meet the challenge of the era of change. (Prepared by William W. Matthews & Co., with the cooperation of Pennsylvania State Library and University of Pittsburgh)
Available from N.Y. State Library, Auxiliary Services Section, 226 Elm St., Albany, N.Y. 12224.
- 042 Choosing A Classroom Film (18 min., 16mm, color, 1963)
Uses a wide selection of films to illustrate the purposes of educational films and the standards by which to appraise them. Shows how film techniques--photomicrography, time-lapse photography and animation--can help overcome
- barriers to learning. (The Audio-Visual Series) (McGraw-Hill Textfilms)
Available from University of Southern California, Film Distribution Center, Division of Cinema, University Park, Los Angeles, Ca. 90007.
- 043 Choosing the Medium (Sound filmstrip-audio tape, 87 fr., 35mm, color, 1974)
Shows the wide diversity of media available in the media center, using the example of the Apollo 11 flight to the moon and the extensive media coverage the news event received. (The media-Resources For Discovery Series) (Encyclopaedia Britannica Educational Corp.)
Available from Encyclopaedia Britannica Educational Corp., 425 N. Michigan Ave., Chicago, IL 60611.
- 044 Cognitive Development (17 min., 16mm, color, 1973)
Explains Piaget's theory of cognitive development through animated sequences, and compares it by using interviews with Dr. Siegfried Engelmann's behaviorist view of intellectual development. (Developmental Psychology Films Series) (CRM/McGraw-Hill)
Available from Audio Visual Services, Kent State University, Kent, Oh. 44242.
- 045 Collator, The (31 min., 16mm, black & white, 1971)
Discusses the collator's merging, matching, match-merging, selecting, and sequence-checking capabilities. Functional components and operating features are demonstrated and explained. (The Wiley Punched Card Processing Film Series)
Available from John Wiley & Sons, Inc., 605 Third Avenue, New York, N.Y. 10016.
- 046 Command and Control (8 min., 16mm, color, 1965)
When manual retrieval systems could not keep up with the information needs of the Air Force, data processing techniques were developed. This film shows how command and control can be much more responsive with these new automated retrieval systems. (U.S. Air Force) (Order No. SEP 1345)

Available from National Audiovisual Center, National Archives and Records Service (GSA), Washington, D.C. 20409.

047 Communication By Voice And Action (13 min., 16mm, color, 1969)

Shows how communication is a two-way proposition between the speaker and the listener and that posture, voice, facial expression and body movement contribute to correct interpretation. (The Art Of Communication Series) (Centron Corp.)

Available from University of Southern California, Film Distribution Center, Division of Cinema, University Park, Los Angeles, Ca. 90007.

048 Communication Conference (31 min., 16mm, black & white, 1966)

Discusses the social implications of a widespread communication network in most modern societies and the inadequacy of language as a vehicle of communication. (Communication Theory and the New Educational Media Series) (U.S. Office of Education)

Available from National Audiovisual Center, National Archives and Records Service, General Services Administration, Washington, D.C. 20409.

049 Communication Feedback (24 min., 16mm, color)

Feedback is easy to obtain, but many of us fail to make good use of it. Dramatizations show non-use and mis-use of feedback: a typical staff conference, a confused secretary, a resentful employee. Effective communication is impossible when feedback is ignored, distorted, avoided or not perceived. (BNA Films)

Available from BNA Films, Division of the Bureau of National Affairs, Inc., 5615 Fishers Lane, Rockville, Md. 20852.

050 Communication in Management and Industry (10 transparencies, color, 1972)

Illustrates levels of communication, the role and effect of communication, communication and management, motivating and controlling behavior, problem solving, the decision process, and other aspects of industrial and business communication.

(Lansford Pub. Co.)

Available from Lansford Publishing Company, 2516 Lansford Ave., San Jose, Ca. 95125.

051 Communication is Power: Mass Media and Mass Persuasion (240 slides, 3 phonodiscs, 60 min. each, 1975)

Examines the techniques and impact of the mass media. Explores the language of advertising, the impact of violence in the media, and the effects of media in politics. (Center for Humanities)

Available from Center for Humanities, Inc., 2 Holland Ave., White Plains, N.Y. 10603.

052 Communication Revolution (21 min., 16mm, black & white, 1967)

Discusses the impact of the information explosion and mass media of communication on Western civilization. Questions a new distribution of power through a redistribution of information and the inevitable need for discrimination in teaching media. (Ohio State University Motion Picture Division)

Available from Ohio State University, Department of Photography, Film Library, 156 W. 19th St., Columbus, Oh. 43216.

053 Communication Satellites (10 min., 16mm, color, 1974)

Explores the worldwide impact of increasingly sophisticated communication facilities, particularly with respect of technologically advanced countries and developing countries. Discusses how to prevent the culture of technologically advanced countries from unduly influencing developing countries. Studies the problem of control of the potential powers of the International Telecommunications Satellite Consortium and the Communications Satellite Corporation. (Problems of World Order) (Visnews Productions)

Available from Agathon Press, 150 Fifth Ave., New York, N.Y. 10011.

054 Communication--The Nonverbal Agenda (30 min., 16mm, color, 1975)

Shows the value of understanding nonverbal content in communication. Helps business managers interpret nonverbal messages in employee relations. (The

Behavior in Business Film Series)
(CRM Educational Films)

Available from University of Southern California, Film Distribution Center, Division of Cinema, University Park, Los Angeles, Ca. 90007.

055 Communication Theory (28 min., 16mm, black & white, 1964)

Describes a simple computer system by showing how a dot may be used to represent letters and sound and to form pictures and codes. (The Mr. Wizard Series) (Prism Productions)

Available from University of Southern California, Film Distribution Center, Division of Cinema, University Park, Los Angeles, Ca. 90007.

056 Communication Theory and the New Educational Media--A Series (243 min., 16mm, black & white, 1966)

Provides a repertory of materials for use by those who discharge the responsibility of interpreting and articulating theory and experimental research in communication, learning theory, perception, and instructional technology. (Ohio State University Department of Photography for the U.S. Office of Education)

Available from National Audiovisual Center, National Archives and Records Service, General Services Administration, Washington, D.C. 20409.

057 Communications: One World Mind (Filmstrip, 107 fr., 35mm, 1 phonodisc-15 min., color, 1974)

Encourages the exploration of new possibilities of communication between men and men and between men and machines. Discusses psychocybernetics, world data banks, and contact with other species on earth and with extraterrestrial intelligence. (Doubleday Multimedia) (Westport Communications Group)

Available from Doubleday Multimedia, 1371 Reynolds Ave., Santa Ana, Ca. 92705.

058 Communications: The Wired World (16mm, 1971)

A glimpse at the potentials of communications and information dissemination from the present to the year 2000. (Document Associates)

Available from Document Associates, Inc., 43 Britain St., Toronto 285, Ontario, Canada.

059 Communications & Society (Forty, 30 min. lessons, videotape or videocassette, black & white)

Professor Emeritus Charles A. Siepmann of New York University reviews the history of broadcasting, identifying highlights in its development as these have affected the habits, tastes and outlook of society. (New York State Education Department and Educational Broadcasting Corporation)

Available from GPN, Box 80669, Lincoln, Nb. 68501.

The lesson summaries for Communications & Society:

059A 1-A & 1-B--Communications and Humanity--Professor Siepmann analyzes the development of means of communications--from cave painting to present, in part 1-A... and offers his view of the purposes of communications--through prose and poetry readings, in 1-B.

059B 2-A & 2-B--Radio is Born: U.S.A.--Guest Erik Barnouw, professor of radio and television at Columbia University, presents the early history of radio from the 1890's to 1920's and discusses the implication of that history with Siepmann.

059C 3-A & 3-B--Radio is Born: Britain--After a brief historical narrative, Siepmann, who was a vice president of the British Broadcasting Corporation, interviews Lord Reith, founder and first director-general of the BBC. The latter is part of an extended interview done in England.

059CC 4-A & 4-B--Radio Drama--Guest Norman Corwin describes and presents some of his work as one of the most prominent

and prolific writers of radio drama and discusses with Siepmann the place of radio drama in the lives of people during the 1930s.

059D 5-A & 5-B--The Daytime Serial--

Guests are Irna Phillips, soap opera writer since 1927; Rudolf Arnheim, whose study condemns the soaps; and William Henry, whose study found value in them.

059E 6-A & 6-B--The Invasion From Mars--

John Houseman, associate producer of the famous Orson Welles broadcast, does a thorough analysis, with excerpts, of how the effect was achieved. Mrs. David Green, a prime interviewer on the Hadley Cantril study, joins with Siepmann and Houseman in 6-B for a discussion of the panic which resulted.

059F 7-A & 7-B--The Entertainers--A

treatment of the shows and their stars whose names became household words. Sylvester (Pat) Weaver, formerly of the National Broadcasting Company, joins Siepmann in a discussion, both reminiscent and serious, about the place of entertainment in the lives of people.

059G 8-A & 8-B--News and Commentary--

Guests are Abe Schechter, first manager of NBC News, and Quincy Howe, well-known news commentator.

059H 9-A & 9-B--The Communications Act

of 1934--Former Senator Clarence Dill of the State of Washington, author of the Federal Radio Act and the Communications Act, joins Siepmann in a two-part discussion of the origins and content of broadcasting law.

059I 10-A & 10-B--Section 315--The equal

time provision of the Act is discussed with Columbia Broadcasting System counsel Richard Jencks and Herbert Alexander of the Citizens Research Council of Princeton.

059J 11-A & 11-B--Fairness Doctrine--The Mayflower Decision and the fairness doctrine are discussed with Rosel Hyde, former chairman of the Federal Communications Commission.

059K 12-A & 12-B--The Blue Book--The only attempt at prescribing program content essential in the public interest is discussed with Clifford Curr, former member of the FCC and sponsor of the study, and Paul Porter, chairman of the FCC at the time of the study.

059L 13-A & 13-B--Network Broadcasting--

Roscoe Barrow, former dean of the law school at the University of Cincinnati and author of the FCC study and recommendations on regulations of networks, joins Siepmann in a two-part discussion.

059M 14-A & 14-B--Broadcasting and Politics--

Professor Siepmann analyzes the role of broadcasting in politics, covering events and personalities such as fireside chats, Coughlin, Hitler, Huey Long, etc.

059N 15-A & 15-B--International

Broadcasting--Professor Siepmann, who was part of the Office of War Information during World War II, describes and discusses the phenomenon of radio propaganda flowing between countries. William Benton, former senator from Connecticut and Assistant Secretary of State when the Voice of America was formed, joins Siepmann in 15-B.

059O 16-A & 16-B--Broadcasting and Justice--

A discussion with Telford Taylor in which the press and bar associations' views are juxtaposed.

059P 17-A & 17-B--Communications Research--

Paul Lazarsfeld describes the intentions and findings of scientific research in the field of broadcasting.

059Q 18-A & 18-B--Advertising--Wallace Ross,

director of American Television Festival, and Maurie Webster of CBS Radio, present some prominent radio and television commercials, along with significant comment on the way they came about and the reasons for their success.

059R 19-A & 19-B--Economics--Leo Bogart and Thomas Guback join Siepmann in an analysis and discussion of a little studied and less discussed subject.

059S 20-A--How Programs Get On The Air--Prominent producer David Susskind joins Siepmann in a discussion of the nature and difficulties of commercial production, highlighting the series, "East Side, West Side."

059T 20-B--Envoy--Professor Siepmann concludes the series with a summary of the lessons the history of broadcasting has taught and makes some prescriptions for the future.

060 Communications and Mass Media (Filmstrip, 78 fr., 35mm, color, 1 phonodisc, 1975)

Stresses that people do not have to become victims of "future shock" if they develop the understanding and values with which to shape their lives now and in the future. Shows how mass media, which allows for great quantities of information to be rapidly conveyed, also causes a feeling of depersonalization. (Cine-Media West) (BFA Educational Media)

Available from BFA Educational Media, 2211 Michigan Ave., Santa Monica, Ca. 90404.

061 Communications Explosion, The (25 min., 16mm, color, 1967)

An exploration of technological developments in the field of communications. Shows how computers, lasers, and orbiting satellites may be the departure points for worldwide communication at all levels. The potentials of 3-D TV are examined and the concept of the "global village"

is discussed. Produced by CBS News for the "21st Century" series. (McGraw-Hill).

Available from University of Southern California, Film Distribution Center, Division of Cinema, University Park, Los Angeles, Ca. 90007.

062 Communications Primer, A (22 min., 16mm, color, 1954)

Defines communications as that which keeps a society or organization together. Gives an explanation of communication in its broadest concepts. Through animation and normal photography, the film shows that all communication goes through a transmitter, a channel, then a receiver. This communication can be a painting, a word, a note of music, a hand signal, or any type of message. (Charles and Ray Eames, 901 Washington Boulevard, Venice, Ca. 90291)

Available from State University Film Service, 1400 Washington Avenue, Albany, N.Y. 12222.

063 Communications Revolution, The (22 min., 16mm, black & white, 1966)

Features a panel of specialists in the field of communication describing the impact of the mass media upon literature, traditional theories of education, and on society. Notes basic characteristics of some of the newer forms of communication, the result of older forms of communication being put to newer uses in newer form and advantages, and disadvantages of a number of newer forms. (Ohio State University Motion Picture Division)

Available from Ohio State University, Department of Photography, Film Library, 156 W. 19th St., Columbus, Oh. 43216.

064 Computer, The (11 min., 16mm, color, 1969)

Explains what kind of machine the computer is and the ways in which it works. Utilizes many devices familiar to the student to make the concepts easily understood. (Films/West, Inc.)

Available from University of Southern California, Film Distribution Center,

Division of Cinema, University Park,
Los Angeles, Ca. 90007.

065 Computer Color Generation (23 min.,
16mm, color, 1972)

Discusses a technique developed at ERDA's (Energy Research and Development Administration), Los Alamos Scientific Laboratory that produces color film from the computer without any increase in computer time over an equivalent black and white film. Because more information is possible per frame, the overall expense will drop significantly. Various areas of LASL research, which use computer film output, are discussed and results illustrated. (U.S. Energy Research and Development Administration)

Available from ERDA Film Library--
TIC, P.O. Box 62, Oak Ridge, Tn.
37830.

066 Computer Glossary, A--or, Coming to Terms with the Data Processing Machine (10 min., 16mm, color, 1973)

Defines and illustrates such computer-related terms as hardware, mnemonic, and Boolean Logic. Evokes the flavor of the computer world. Emphasizes the challenge of computer programming that emerges from its precisely defined procedures--procedures that demand a technical jargon. The live-action prologue takes the viewer along a computer data path; animation is used to describe words related to the computer world. (Charles and Ray Eames, EBEC)

Available from Audio-Visual Services,
Kent State University, Kent, Oh. 44242.

067 Computer Input Media and Devices (76 fr., 35mm, color, 1972)

Describes the input media, other than the punched card, used with computers. (Introduction to Data Processing, no. 5) (South-Western Publishing Co.)

Available from South-Western
Publishing Co., 5101 Madison Rd.,
Cincinnati, Oh. 45227.

068 Computer Revolution (24 min., 16mm, color, 1968)

A general introduction to the computer, emphasizing its present uses and its potential for the future. Shows how coded information is stored, organized, and processed in accordance with programmed instructions and the computer's capability to produce output in desired format. (Columbia Broadcasting System)

Available from BFA Educational Media,
2211 Michigan Ave., Santa Monica, Ca.
90404.

069 Computer Simulation of Thinking (Audiotape, 146 min., 1977)

Terry Winograd, Assistant Professor of Computer Sciences and Linguistics, Stanford U., basically a psychologist, although working currently in computer simulation, researches principles that underlie thinking or cognitive processing that apply equally to the human mind and to artificial intelligence. He describes the computational model that is emerging of stimulus-response; talks about areas being developed in artificial intelligence; and describes some of the deficiencies in perception, language, and problem-solving.

Available from Audiotapes, Department
AR-1, University of California Extension
Media Center, Berkeley, Ca. 94720.

070 Computer Sketchpad (29 min., 16mm, black & white, 1965)

Discusses a computer-programming system developed at M.I.T., which permits a man to communicate with a computer by drawing sketches on an oscilloscope. Shows how this system is used in design and in developing flow charts. Discusses practical applications of the system in industry and research.

Available from Indiana University,
Audio-Visual Center, Bloomington, In.
47401.

071 Computer Story, The (24 min., 16mm, color, 1968)

Traces of the history of Autonetics as one of the foremost producers of computers for military applications

through 1968. Advanced microelectronics and solid state technologies are featured. (Autonetic Division, North American Rockwell Corporation)

Available from North American Rockwell Corporation, Public Relations Dept., 3370 Miraloma Avenue, Anaheim, Ca. 92803.

- 072 Computer System, The (Filmstrip, 82 fr., 12 min., 35mm, black & white, 1972)

Introduces the two essential elements of a computer system, hardware and software, describes input, processing, storage, and output of the hardware, and lists various uses of the computer. (Encyclopaedia Britannica Educational Corp.)

Available from Encyclopaedia Britannica Educational Corp., 425 North Michigan Ave., Chicago, Il. 60611.

- 073 Computer Tutor, The (20 min., 16mm, color)

Description of the Electronic Retina Computing Reader, a large-scale optical character recognition system, and some of its current applications. (Recognition Equipment Incorporated)

Available from Recognition Equipment Incorporated, Corporate Communications, P.O. Box 22307, Dallas, Tx. 75222.

- 074 Computers (11 min., 16mm, color, 1970)

Outlines the history of the computer, showing many early models, and discusses the major components of a modern computer. Explains that most computers consist of five basic components--input, storage, arithmetic, output, and control--and illustrates how each one operates. Discusses the time-sharing principle, citing various users of this system. (BFA Educational Media)

Available from Indiana University, Audio-Visual Center, Bloomington, In. 47401.

- 075 Computers: Challenging Man's Supremacy (23 min., 16mm, color, 1972)

Arthur C. Clarke, author of 2001: A Space Odyssey, explores the increasing potential of computers and traces their development into the 4th generation. (Hobel-Leiterman)

Available from Audio-Visual Services, Kent State University, Kent, Oh. 44242.

- 076 Computers - What, Where, How and Why (Sound filmstrip-record, 35mm, color)

Provides an understanding of the limitations as well as the potentials of computers. (Man and His Environment Series) (University Media Extension Technology Planning Center)

Available from University Media Extension, Technology Planning Center, 2378 E. Stadium Blvd., P.O. Box 1443, Ann Arbor, Mi. 48106.

- 077 Computers and Human Behavior (30 min., 16mm, black & white, 1963)

Describes how new theories about human mental processes may be developed through the use of electronic digital computers. Demonstrates computer experiments with perception, problem solving and learning. (Focus On Behavior Series)

Available from Indiana University, Audio-Visual Center, Bloomington, In. 47401.

- 078 Computers at Work (12 min., 16mm, color)

Visualizes the computer becoming as readily accessible as the telephone. Shows a variety of computer applications in industry and educational institutions. (General Electric Company)

Available from General Electric Educational Films, 60 Washington Ave., Schenectady, N.Y. 12305.

- 079 Computers in Your Life (Filmstrip, 56 fr., 12 min., 35mm, color, 1973)

Introduces computer terminology and examines the many uses of computers in today's society and the potential for future use. (Teaching Resources Films)

Available from Teaching Resources Films, Station Plaza, Bedford Hills, N.Y. 10507.

- 080 Computers Today (Sound filmstrip-audio tape, 50 fr., 35mm, color, 1969)

Relates that the knowledge explosion has increased the demands for computing devices. Shows how computers help to store and deliver information, play an increasingly important role in teaching and learning and help us study such complex problems as are found in directing

our economy. (The Computer Series, 1-An Introduction to Computers Series) (Wolf Kinney, Inc.).

Available from BFA Educational Media, 2211 Michigan Ave., P.O. Box 1795, Santa Monica, Ca. 90406.

081 Control Program of IBM Operating System/360, The (60 min., 16mm, black & white, 1964)

Informs the viewer of the concept of the control program and explains the advantages of an operating system in terms of throughput turnaround, user services and the relationship with other members of the operating system/360, such as language processors, user programs, etc. Design characteristics for accommodating modular system design and system growth are discussed. (Precision Film Laboratories)

Available from IBM office in your area.

082 Control Revolution (30 min., 16mm, black & white, 1963)

The development of the computer has made possible the automatic control of routine tasks and decision-making related to the recording, storing, and processing of data. (NET-Indiana University) (Computer and the Mind of Man Series) KQED Film.

Available from Syracuse University, Film Rental Library, 1455 East Colvin St., Syracuse, N.Y. 13210.

083 Conversation with B.F. Skinner, A (23 min., 16mm, color, 1972)

B.F. Skinner discusses with Elizabeth Hall, managing editor for Psychology Today Magazine, his views and principles of operant conditioning with respect to the science of behaviorism. He also discusses some of his theories presented in his book, Beyond Freedom and Dignity. (B.F. Skinner Film Series) (CRM, McGraw-Hill)

Available from Audio Visual Services, Kent State University, Kent, Oh. 44242.

084 Coping With Technological Change (30 min., 16mm)

Environmentalists, young people, futurists, business executives, and members of the scientific and engineering

community are raising questions about the nature and direction of our technological society. DeCarlo and Drucker discuss the roles played by industry, government, planners and other segments of the community at large in the area of technological change. (BNA Communication, Inc.)

Available from BNA Communications, Inc., a subsidiary of The Bureau of National Affairs, Inc., 9401 Decoverley Hall Road, Rockville, Md. 20850.

085 Corporate Technical Information Center (10 min., 16mm, color, 1962)

Illustrates the problems confronting a reference librarian seeking to satisfy a user's demand for a specific document when only minimum identification is provided. The use of an optical coincidence method (Termatex) is demonstrated as the means of organizing and retrieving information in a corporate technical information center. (Production number M-389-384)

Available from Aerojet Electrosystems, P.O. Box 296, Azusa, Ca. 91702, Attention: Corporate Librarian.

086 COSATI Inventory 2 (27 min., 16mm, color, 1969)

Prepared by Battelle for a COSATI panel. Demonstrates on-line searching systems of System Development Corporation, Data Corporation, Computer Corporation of America, Lockheed (DIALOG), and Computer Communications, Inc.

Available from Battelle Memorial Institute, Information Research Center, 505 King Ave., Columbus, Oh. 43201.

087 DAC-1 (13 min., 16mm, color, 1965)

This computer system, developed by GM Research Laboratories, aids designers to write and draw. With more flexible communication between man and computer, the designer can feed an idea into the computer which is programmed to fill in the details and to translate the idea into an engineering visual on a video screen. The designer can instruct the computer to make modifications or refinements. When the idea is finalized the computer can print out a finished copy of the engineering drawing. (General

Motors Corporation)

Available from General Motors Corporation, Public Relations Staff, Film Library, General Motors Building, Detroit, Mi. 48202.

- 088 Daily Newspaper, The - Your Window on the World (Filmstrip with record/cassette/script, 73 fr., 35mm, color, 1973)

Demonstrates the difference between straight news and interpretive reporting and illustrates propaganda techniques. Points out that the reader must be an active participant in determining truth. (Current Affairs Films)

Available from Current Affairs Films, Division of Key Productions, 24 Danbury Rd., Wilton, Ct. 06897.

- 089A-089B Data and Decision Series (a series of filmstrips dealing with computers and automation)

- 089A Electronic Frontier (71 fr., color, sound)

- 089B Computer Systems (92 fr., color, sound)

- 089C Feasibility Study (84 fr., color, sound)

- ✓089D Data Processing (68 fr., color, sound)

089A-089D available from Wayne State University, System Distribution and Utilization Dept., 5448 Cass Ave., Detroit, Mi. 48202.

- 090 Data Processing: An Introduction (13 min., 16mm, black & white, 1972)

Points out the need for data processing of all types; the advantages of computers, including speed and accuracy; and specific machines for accounting, billing, and other repetitive tasks. Distinguishes the specific characteristics of unit and electronic calculating machines with regard to data storage, transfer, memory, and display. Enumerates the many professions available in the data processing field

such as keypunch operators, programmers, repair technicians, and people to set up systems.

Available from Indiana University, Audio-Visual Center, Bloomington, In. 47401.

- 091 Data Processing: Introduction (14 min., 16mm, color, 1972)

Provides an explanation of basic processing systems. Shows how machines convert people-language into machine-language, and after processing, back to people-language. First half of film treats keypunch, sorter, collator, accounting machines and calculators... standard Unit Record Equipment. Last half delves into computers, magnetic tapes, discs, high speed printers, different ways of communicating with computers (optical scanners, paper tape, etc.). (Coronet)

Available from Coronet Instructional Films, 65 E. South Water St., Chicago, IL 60611.

- 092 Data Processing--Introductory Principles (14 min., 16mm, color, 1968)

Introduces data processing by illustrating how information is stored in the rows, columns, and zones of the punched data-card. Demonstrates how the "card" is divided into specific fields to handle multiple bits of information. Uses animation to demonstrate how a brush and roller read both alphabetic and numeric data off the card.

Available from Indiana University, Audio-Visual Center, Bloomington, In. 47401.

- 093 DDC--Your Partner in R & D (25 min., 16mm, color, 1972)

Shows operations inside the Cameron Station facility where DDC's 460 employees work, including details of many of the newest techniques and facilities. DDC has developed for providing services to its users. The film takes the viewer from the mailroom where technical reports are being delivered through the processing line: accessioning, cataloging, document analysis, microphotography,

computer processing, document announcements, three kinds of bibliographies, and numerous other documentation support activities - all from the user's point-of-view. (Defense Documentation Center)

Available from Defense Documentation Center, Cameron Station, Alexandria, Va. 22314.

094 DEC System 20 Presentation (15 min., slides, sound)

Gives an overview of the hardware and software which make up the DEC System 20. (Digital Equipment Corporation).

Available from Digital Equipment Corporation, 146 Main St., Maynard, Ma. 01754.

095 DEC System 1090 (15 min., slides, sound)

Traces the evolution of the Digital Equipment Corporation's computer systems since the 1964 introduction of the PDP/6. Introduces DEC System 1090-1099 Systems. Also presented are the new 1090 systems, the KL-10B processor, software, peripherals and terminals. (Digital Equipment Corporation)

Available from Digital Equipment Corporation, 146 Main St., Maynard, Ma. 01754.

096 Deduction, Induction and Semantics (27 min., 16mm, black & white, 1966)

Summarizes principles used by philosophers to examine knowledge claims or arguments. Classifies them as semantics--the use of words, deductive logic--arguments and contraries, and inductive logic--facts and examples. Concludes that philosophical reasoning is a method of careful analytic human effort. (Introduction to Philosophy Series) (University of Utah)

Available from Educational Media Center, 207 Milton Bennion Hall, University of Utah, Salt Lake City, Ut. 84112.

097 Determining the Library User's Need (20 min., videocassette, 1976)

Part of a series of videocassettes on library service in small communities. (Access) (U.S. Office of Education)

Available from National Audiovisual Center, National Archives and Records Service (GSA), Washington, D.C. 20409.

098 Development of Communications (10 min., black & white, 1955)

Traces the development of communication methods including television, teletype, wirephoto, and the germanium transistor.

Available from University at Albany, University Film Service, 1400 Washington Ave., Albany, N.Y. 12222.

099 Dial Access Information Retrieval Systems (Filmstrip; sound, color, 32 fr.)

Provides a description of a Dial Access IR System.

Available from Educational Media, Inc., 106 West 4th Ave., Ellensburg, Wa. 98926.

100 Digital Computer Programming, Introduction to PINT for the PRC-4000 (51 min., 16mm, black & white, 1961)

Shows how to program information for computer use. Discusses computer language and considers how the computer makes use of machine-readable data bases. (Purdue University)

Available from Purdue University, Audiovisual Center, Lafayette, In. 47907.

101 Digital Computer Techniques: Computer Logic (13 min., 16mm, color, 1962)

Explains by means of animation the binary number system, defines the several meanings of logic as applied to computers; shows the difference between the decimal and binary number systems, explains how binary numbers are constructed and how arithmetical operations are performed with them. Cites examples of code variations of the binary system. (Order No. MN-8969B, USN)

Available from National Audiovisual Center, National Archives and Records Service (GSA), Washington, D.C. 20409.

102 Digital Computer Techniques:

Computer Logic--Binary Numbers
(15 min., 16mm, color, 1962)

Indicates the role of programming in computer operations and summarizes the steps of problem analysis, flow charting, and coding. Gives an example of programming and coding in simple arithmetic operations. (U.S. Navy)

Available from Indiana University, Audio-Visual Center, Bloomington, In. 47401.

103 Digital Computer Techniques:

Computer Logic--Logic Elements (20 min., 16mm, color, 1962)

Shows how the logical elements of a computer are diagrammed using standard military symbols. Develops the logical elements of and/or, or (exclusive), nor, inverter, and flip-flop delay. Demonstrates their operations through common electrical circuiting and shows how logic elements are combined to correct, store, and reverse entries. (U.S. Navy)

Available from Indiana University, Audio-Visual Center, Bloomington, In. 47401.

104 Digital Computer Techniques:

Computer Logic--Symbolology (15 min., 16mm, color, 1962)

Shows the basic U.S. Military standard symbols of the logic elements of computers as an introduction to digital computer logic symbolism, shows their function in electronic signals. (Order No. MN 8969C, USN)

Available from National Audiovisual Center, National Archives and Records Service (GSA), Washington, D.C. 20409.

105 Digital Computer Techniques:

Computer Units (24 min., 16mm, color, 1962)

Discusses in an introductory way the major units of a digital computer: input, output, arithmetic, and control. (Order No. MN 8969D, USN)

Available from National Audiovisual Center, National Archives and Records Service (GSA), Washington, D.C. 20409.

106 Digital Computer Techniques:

Introduction (15 min., 16mm, color, 1962)

Defines logic in terms of computer operations and develops the binary number system as it relates to the decimal system. Defines the concepts of words, serial coding, and parallel coding, and applies these concepts to the arithmetic processes of the binary system. Indicates modified binary codes and their application to computer operations. (U.S. Navy)

Available from Indiana University, Audio-Visual Center, Bloomington, In. 47401.

107 Digital Computer Techniques:

Logic Element Circuits (16 min., 16mm, color, 1962)

Illustrates how solid state electronics are used in modern computers. (Order No. MN 8969E, USN)

Available from National Audiovisual Center, National Archives and Records Service (GSA), Washington, D.C. 20409.

108 Digital Computer Techniques:

Programming (14 min., 16mm, color, 1962)

Defines computer programming, explains what is meant by analyzing the problem, shows how a simple flowchart is prepared with symbols and gives their meaning, and shows how instructions to the computer are encoded in computer language. (Order No. MN 8969F, USN)

Available from National Audiovisual Center, National Archives and Records Service (GSA), Washington, D.C. 20409.

109 Digital Computers: Introduction

(24 min., 16mm, color)

Reveals the "what, how, and why" of digital computing. Features magnetic drums and cores, random access, solid state, real time operation, card-to-tape conversion and other characteristics. (Remington Rand)

Available from Syracuse University, Film Rental Library, 1455 East Colvin St., Syracuse, N.Y. 13210.

110 Discovering Electronic Music (25 min.,

16mm, color, 1970)

Provides an introduction to electronic music--what it is and how it is created. Explains both the sound synthesizer and computer-controlled music, demonstrating how each works to produce musical compositions. Shows how the sounds of traditional musical instruments can be imitated or altered and how the synthesizer becomes a musical instrument. (Discovering Music Series)

Available from Indiana University, Audio-Visual Center, Bloomington, In. 47401.

- 111 Discs That Are a Cylinder (10 min., 16mm, color, 1961)

Explains the concept of IBM 1301 disc storage unit, (Precision Film Laboratories)

Available from IBM office in your area.

- 112 Do We Really Have Freedom of the Press? An Inquiry into the First Amendment (2 filmstrips, 32 min., 35mm, color, 1972)

Explores the implications of the increased friction between government and the printed and broadcast news media, considering specifically the cases of the Pentagon Papers and the TV documentary "The Selling of the Pentagon." Outlines the broad issue of the conflict between a free press, first amendment guarantees, and governmental security.

Available from Denoyer-Geppert Audio-Visuals, 355 Lexington Ave., New York, N.Y. 10017.

- 113 EDP Game, The (8 min., 16mm, color, 1973)

A description of the Xerox 1200.

Available from Xerox Corporation Audio-Visual Services, Xerox Square, Rochester, N.Y. 14644.

- 114 Educable (19 min., 16mm, sound, color, 1975)

Introduces the potential of educational television. Illustrates the basic concepts of broadcast origination, over-the-air and cable signal transmission, and shows how

cable systems provide access for individual programs on local issues and culture. (Richard Kletter)

Available from University of California, Extension Media Center, 2223 Fulton St., Berkeley, Ca. 94720.

- 115 Education and the Computer (12 min., 16mm, color)

An introduction to the Dartmouth time-sharing system and to BASIC computer language. After explaining the organization and utilization of the computer at Dartmouth, the film shows examples of utilization in the areas of physics, classics, and medicine. Prof. John G. Kemeny (Math) talks about some wider applications of the computer in society.

Available from Dartmouth College, Films, Fairbanks North Hall, Hanover, N.H. 03755.

- 116 Education: No More Teacher, No More Books (24 min., 16mm, color, 1971)

By the year 2000, education will become the biggest industry and will have changed radically both in what is taught and the ways of teaching. ("Towards the Year 2000 Series") (Hobel-Leiterman Prod.)

Available from Syracuse University Film Rental Library, 1455 East Colvin St., Syracuse, N.Y. 13210.

- 117 Educational Information Network (30 min., 16mm, black & white, 1969)

A description of computer-program sharing among universities belonging to EDUCOM.

Available from Dr. Jordan Baruch, 9650 Rockville Pike, Bethesda, Md. 20014.

- 118 800 Electronic Typing System Card (12 min., 16mm, color, 1974); 800 Electronic Typing System Tape (14 min., 16mm, color, 1974)

These films introduce the Xerox 800 Electronic Typing System and the features of the System, including right-hand justification, reverse print-out, automatic formatting, automatic carriage return, as well as the speed and quality of the ETS. The "Card" film features

the magnetic card unit; the "Tape" film the magnetic tape unit. (Xerox Corp.)

Available from Xerox Corporation Audio-Visual Services, Xerox Square, Rochester, N.Y. 14644.

- 119 Electronic Computer, The (Filmstrip, 72 fr., phonotape, 13 min., 35mm, color, 1972)

Describes the types of equipment used in a computer system and discusses the function of each. (Introduction to Data Processing, no. 6) (South Western Pub. Co.)

Available from South Western Pub. Co., 5101 Madison Rd., Cincinnati, Oh. 45227.

- 120 Electronic Computers and Applied Mathematics (23 min., 16mm, color, 1961)

Uses animation and live-action photography to describe the electronic computer, its operation, functions, applications in industry and commerce, mathematical basis, and the basic units of which it is composed. Shows why the term "brain" is not properly applied to the computer, briefly reviews the types of computers, and shows how the binary system is used in computers. Breaks down computers into five components and indicates the functions of each. Points out the future of computers in a complex society and indicates the types of jobs computers can perform.

Available from Indiana University, Audio-Visual Center, Bloomington, In. 47401.

- 121 Electronic Retina Computing Reader, The (16mm, color)

Presents Optical Character Recognition (OCR) as the answer to the growing costs and problems of computer input. A basic understanding of the OCR technology is conveyed. Examples of OCR Systems which are proving this new technology are provided. (Recognition Equipment Incorporated)

Available from Recognition Equipment Incorporated, Corporate Communications, P.O. Box 22307, Dallas, Tx. 75222.

- 122 Engineering Data Management (11 min., 16mm, color, 1966)

Describes the program developed by the Air Force logistics command for obtaining necessary engineering data about Air Force weapons systems. Shows how the contractor provides such information direct to the user. Explains the advantages of the program to both contractor and Air Force. Also discusses priorities of requests for information and necessary controls. (U.S. Air Force)

Available from National Audio Visual Center, National Archives and Records Service, Washington, D.C. 20409.

- 123 ERDA Technical Information Center (16mm, color, 1977)

Shows the information retrieval capabilities of the ERDA Technical Information Center at Oak Ridge, Tennessee. (U.S. Energy) (Energy Research and Development Administration) Available from ERDA Film Library--TIC, P.O. Box 62, Oak Ridge, Tn. 37830.

- 124 ERIC--A Series (Filmstrip and record, 25 fr., 35mm, color, 1970)

Shows the organization and use of the Educational Resources Information Center for acquiring, abstracting, indexing, storing, and disseminating educational research materials and program descriptions. Comprises of: Introduction to ERIC, How to Use ERIC, ERIC Advanced Training Program. (U.S. FDA)

Available from National Audiovisual Center, National Archives and Records Service, General Services Administration, Washington, D.C. 20409.

- 125 "ESS"--A Manufacturing Report from the New World of Telephone Technology (26 min., 16mm, color, 1965)

Describes the application of advances in electronic engineering to the making of components for the Electronic Switching System. Shows the development of processes and tools, and the creation of controlled atmospheric environments necessary for their use. (Western.

Electric Company)

Available from Western Electric Motion Picture Bureau, Public Relations Division, 195 Broadway, New York, N.Y. 10007.

126 Experiments in Motion Graphics (12 min., 16mm, color, 1968)

Describes the programming technique used to produce motion picture computer art. Relates the production of this art to the composition of music. Discusses the motivation and rationale behind the production of the film Permutations. (IBM)

Available from Indiana University, Audio-Visual Center, Bloomington, In. 47401.

127 Exploring the Human Nervous System (23 min., 16mm, color, 1963)

Compares the nervous systems of the hydra and earthworm with the complexity of the human system. Animation is used to describe the reaction to painful stimulus and to detail the physiology of the reflex arc and certain brain centers. Describes research being done on the memory process. (Churchill Films)

Available from University of Southern California, Film Distribution Center, Division of Cinema, University Park, Los Angeles, Ca. 90007.

128 Fact Finder (15 min., 16mm, color, 1973)

Features the Census Bureau, the only agency of the government, which comes in contact with every person in the United States. It shows not only how the massive Census is taken every 10 years, but also the wide scope of work the Bureau does during the other 9 years--work which provides most of the statistics about how the people and the economy of a nation change on a weekly, monthly, quarterly, and annual basis. (U.S. Bureau of Census)

Available from National Audiovisual Center, National Archives and Records Service, General Services Administration, Washington, D.C. 20409.

129 Facts About Film (13 min., 16mm, color, 1959)

Presents information on the various kinds of film, what film is, who uses film, how to maintain and repair films, and what causes film damage. Deals primarily with splicing, storing, and caring for 16mm sound film. (International Film Bureau)

Available from International Film Bureau, 332 South Michigan Avenue, Chicago, Il. 60604.

130 Facts About Projection (17 min., 16mm, color, 1959)

Uses animation in the discussion of projection problems. Shows how the optical section projects moving pictures on the screen, and how the sound section reproduces electrical pulsations, amplifies them and activates the loud speakers. Discusses the care and maintenance of equipment, the arrangement of projector and screen for best results, the methods of light control, the need for stocking spare parts, and the essential need for preparation in advance of screening. (International Film Bureau)

Available from International Film Bureau, 332 South Michigan Avenue, Chicago, Il. 60604.

131 Fallacies and Mass Media (Filmstrip, 62 fr., 9 min., 35mm, color, 1972)

Shows how the processes of the mass media can produce slanting, self-evident truths, and overgeneralizations. (Concept Media)

Available from Concept Media, 1500 Adams Ave., Costa Mesa, Ca. 92626.

132 Fiction into Film: Literature Goes to the Movies (160 slides, 2 discs, 31 min., color, 1976)

Explores the many ways in which a literary source is changed in its translation to film, explaining both artistic and financial causes. Examines star vehicles, genre films, spinoffs, tie-ins, and adaptations of current popular novels. (Center for Humanities)

Available from Center for Humanities, 2 Holland Ave., White Plains, N.Y. 10603.

- 133 File Organization Methods (19 min., 16mm, color)
Through the use of animation and narration, this film introduces the programmer or analyst to the techniques of data storage on direct access storage devices. Although the film is self-contained and can be used separately, it is a logical continuation of the subject matter of the film "Direct Access Storage." Available from Computer Methods Corporation, The Educational Division, 470 Mamaroneck Ave., White Plains, N.Y. 10605.
- 134 Filing Procedures in Business (2nd ed.) (14 min., 16mm, color and black & white, 1965)
Shows preparation of records for filing, the filing procedure, retrieval, and transfer to storage. Illustrates various types of files, such as numerical, geographical, and subject files. (Coronet Films)
Available from Coronet Films, 65 E. South Water St., Chicago, Il. 60601.
- 135 Film Splicing with the Griswold and Harward Splicers (8 min., 16mm, color and black & white, 1961)
Shows the correct methods for the splicing of 16mm film. The principal demonstration shows the removal of the emulsion and the cementing of the two film bases. The proper methods of keeping the splicer clean and in good condition are demonstrated. Of interest to anyone working with films. (Bailey Films Incorporated)
Available from BFA Educational Media, 2211 Michigan Avenue, Santa Monica, Ca. 90404.
- 136 Film Splicing with the Triad, B & H, and HFC Splicers (8 min., 16mm, color and black & white, 1961)
Uses animated diagrams to show the composition of 16mm sound film and the function of film cement. Demonstrated proper handling of film and use of a splicer. (Bailey Films Incorporated)
Available from BFA Educational Media, 2211 Michigan Ave., Santa Monica, Ca. 90404.
- 137 The First and Essential Freedom 52 min., 16mm, color, 1973)
Examines the First Amendment of the Constitution of the United States and what it means to the media and American society. Deals with the current climate of classifying news. Describes relationships between the media and various Presidents of the United States, including Roosevelt, Truman, Eisenhower, Johnson, and Kennedy. (American Broadcasting Co.)
Available from Xerox Films, 245 Long Hill Rd., Middletown, Ct. 06457.
- 138 The 418 (6 min., 16mm, color, 1964)
Features the real-time and batch processing capabilities of the UNIVAC 418 System and provides details on equipment specifications. (Sperry Rand Corporation)
Available from Sperry Rand Corporation, UNIVAC Division, Film Library, P.O. Box 500, Blue Bell, Pa. 19422.
- 139 The 1428 Alphameric Optical Reader (11 min., 16mm, color, 1962)
Describes the IBM principle of optical character reading and shows the sales advantages of the IBM 1428. Covers functions and use of the IBM 1428 in a clear, easy to understand manner. (IBM)
Available from IBM office in your area.
- 140 5,000 Brains (28 min., 16mm, color, 1974)
Depicts the production, composition, printing, and publishing of the new Encyclopaedia Britannica, a massive data base created by more than 5,000 individuals. (Encyclopaedia Britannica)
Available from Encyclopaedia Britannica Educational Corporation, 425 North Michigan, Chicago, Il. 60611.
- 141 Flow Diagram: An Introduction to Problem Analysis and Programming (3 min., 16mm, color, 1972)
Some of the principles of computer programming are reduced to a simple formula, with an added touch of humor: bathing a dog is charted logically by clever animation. For use as

introduction to flow chart units.
(EFC MacMillan).

Available from Audio-Visual
Services, Kent State University,
Kent, Oh. 44242.

142 Flow Process Chart and How to Use It, The (15 min., 16mm, color, 1951)

Shows the use of a flow process chart in the study and application of work simplification, the meaning of the symbols used on such a chart, and the use of the chart in analyzing the relatively simple job of shaving.
(U.S. Office of Scientific Research and Development, Department of the Army)

Available from National Audiovisual Center, National Archives and Records Service (GSA), Washington, D.C. 20409.

143 Focus on a Century of Communications (28 min., 16mm, color, 1964)

A film about the charm, wisdom, and wit of the American Way of Life for the past 100 years--presented in terms of people who communicated in different ways--and the part played by paper in preserving the records of the past and of the present. Includes many unpublished visuals--engravings, paintings, photographs and historical motion pictures--making this a fascinating document of the broad mosaic of a great American century.

Available from P.H. Glatfelter Co. Film Library, Department of Creativision Inc., 295 West 4th Street, New York, N.Y. 10014.

144 Fortran 11 Systems (20 min., slides, sound)

Highlights the execution of Fortran IV and Fortran IV-Plus on four PDP-11 systems: the 11V03, the 11T34, 11T55 and 11/70. The presentation focuses on "Digital-the company with the Fortran system to meet customer's needs and budget from the low to the high end of the scale." (Digital Equipment Corporation)

Available from Digital Equipment Corp.
146 Main St., Maynard, Ma. 01754.

145 4500 Copier Demo (4 min., 16mm, color, 1974)

Depicts a demonstration of the Xerox 4500 copier. (Xerox Corp.)

Available from Xerox Corp. Audiovisual Services, Xerox Square, Rochester, N.Y. 14603.

146 Fourth Network, The (20 min., 16mm or videocassette, color, 1976)

Explores both current practices in ETV and its potential for the future.

Shows the production sequence of a television lesson, from the development of a study guide through the final taping. The advantages of television are also presented. (GPN)

Available from GPN, Box 80669,
Lincoln, Nb. 68501.

147 Free Speech and Press (Filmstrip with record or cassette, script, 78 fr., 35 min., color, 1974)

Examines the principles of the First Amendment, focusing on the function of free speech, censorship, picketing and protest, contempt of court, access to the news media, obscenity and libel and privacy. (The Fundamental Freedom Series) (Xerox)

Available from Xerox Education Publications, 1250 Fairwood Ave.;
P.O. Box 444, Columbus, Oh. 43216.

148 Freedom of the Press--A Priceless Heritage (Filmstrip with record/cassette, 68 fr., 35mm, color, 1973)

Chronicles freedom of the press from Roman times to the present. Discusses the authoritarian concepts of 17th century England, the beginnings of libertarianism in America and press censorship in Nazi Germany and the Soviet Union. Explains the social responsibility of editorial policy. (Current Affairs Films)

Available from Current Affairs Films, Division of Key Productions, 24 Danbury Rd. Wilton, Ct. 06897.

149 Freedom to Read (15 min., 16mm, black & white, 1954)

Deals with the question of freedom of thought and the place of competing philosophies in a democratic society. Presents the case of a spokesman for a local group of aroused citizens who are disturbed by the "subversive" ideas in a library's literature. Gives the position of the Librarian as holding for free and open inquiry into all matters of social concern as she quotes from great writers to substantiate her stand. Shows the library board hearing the two points of view and raises for audience discussion the question of how a library can best serve freedom.

Available from Indiana University, Audio-Visual Center, Bloomington, In. 47401.

150 Freedom to Speak--People of New York vs Irving Feiner (23 min., 16mm, color, 1967)

Recounts the case of Feiner vs the People of New York to examine the meaning of the basic rights of freedom as defined in the Bill of Rights. Points out that the Feiner case raises fundamental questions concerning the issues of freedom vs security, liberty vs law, right vs responsibility and liberty vs license. (Our Living Bill of Rights Series) (Encyclopaedia Britannica Educational Corporation)

Available from University of Southern California, Film Distribution Center, Division of Cinema, University Park, Los Angeles, Ca. 90007.

151 Frontiers in Computer Graphics (20-min., 16mm)

Highlights multi-programmed operation of System/360 and customer-written 2250 programs from Douglas, Lockheed, UCLA and Beckman.

Available from IBM office in your area.

152 Fundamentals of the Nervous System (17 min., 16mm, color, 1962)

Illustrates the two major divisions of the nervous system and explains their

functions. With live photography, photomicrography, animated drawings, and demonstrations, the films shows how the nervous system conveys external information from the sense organs to the brain, coordinates the information with present and past experience, and directs muscles and other organs to adaptive behavior. (Encyclopaedia Britannica Films)

Available from State University Film Service, 1400 Washington Ave., Albany, N.Y. 12222.

153 Fundamentals of Thinking Series (Filmstrip, sound and color, each is 25 fr., 1962)

A series of filmstrips based on the research of Dr. Louis E. Raths, New York University. The filmstrips are based on Dr. Raths' belief that the complex thinking process can be subdivided into nine separate, yet integrated, skills. Each of the nine basic thinking skills is presented in an individual filmstrip. (New York University)

153A Making Comparisons

153B Looking for Assumptions

153C Classifying

153D Critical Thinking

153E Problem Solving

153F Interpreting Fundamentals of Thinking Series

153G Summarizing

153H Observing Fundamentals of Thinking Series

153I Analyzing

153A-153I available from Wayne State University, Systems Distribution and Utilization Dept., 5448 Cass Ave., Detroit, Mi. 48202.

- 154 Future of Technology, The (30 min., 16mm, color)

Charles De Carlo, President of Sarah Lawrence College and formerly Director of Automation Research for IBM, discusses with Peter Drucker the nature of technology and points out the new areas where technology must direct its attention in the next ten years. (BNA Communications, Inc.)

Available from BNA Communications, Inc., 9401 Decoverley Hall Road, Rockville, Md: 20850.

- 155 Future Shock (42 min., 16mm, color, 1972)

Discusses change and how man adapts to it. Shows what is happening today to people and groups who are overwhelmed by change and illustrates the emerging world of tomorrow. Based on Alvin Toffler's book of the same title. (Metromedia Producers Corporation)

Available from University of Southern California, Film Distribution Center, Division of Cinema, University Park, Los Angeles, Ca. 90007.

- 156 Futures--A Xerox Technology Report (38min., 16mm, sound, color, 1976)

Reporters interview Xerox Corporation individuals involved in areas of non-xerographic technology. Among the areas explored are personalized portable computers, teaching/learning techniques for adults and children, information storage and retrieval systems, laser technology, and color document creation. (Xerox Corp.)

Available from Xerox Corp. Audiovisual Services, Xerox Square, Rochester, N.Y. 14603.

- 157 Futurists, The (25 min., 16mm, color, 1967)

Interviews with twelve famous scientists, economists, educators, and writers on the importance of human responsibility in channeling knowledge toward the mental and physical welfare of all mankind. Interviews include zoologist Sir Peter Brian Medawar, architect-engineer R. Buckminster

Fuller, sociologist Daniel Bell, science editor Walter Sullivan, economist Bertrand de Jouvenel, and physicist-inventor Dennis Gabor. Code 689316. (McGraw-Hill)

Available from McGraw-Hill Films, 332 West 42nd St., New York, N.Y. 10036.

158. GPDS: General Purpose Display System (F-45) (18 min., 16mm, black & white)

A description of the system's basic equipment and several ways in which the equipment is used. Illustrates the system's primitive processes and explores, by the construction of a simple rectangle, the system's process-building capability. In addition, using a double bar-chart display, shows how a user can apply data to various types of formats to obtain immediate feedback. The on-line capability of the system and its flexibility for experimentation and information display are emphasized. (System Development Corporation)

Available from System Development Corporation, 2500 Colorado Avenue, Santa Monica, Ca. 90406.

- 159 Generative Graphics; An Interdisciplinary Communication Medium in Conference (25 min., 1975)

Science information and science policy/exploring mutual goals through graphics--excerpts from a conference to develop a rationale for a national science and technical information research program (June, 1975). (Office of Science Information Service, National Science Foundation)

Available from National Science Foundation, 1800 G St. N.W., Washington, D.C. 20550.

- 160 Get the Message (12 min., 16mm, color, 1971)

A study of the history of communication. Explains that man's capacity for reasoning brought about a desire to communicate. Tells that from the spoken word the alphabet developed, and later writing, paper, and printing came into existence. Shows how communication directly affects the progress of man. (Disney)

Available from Audio-Visual Services,
Kent State University, Kent, Oh. 44242.

161. Getting the Facts (11 min., 16mm, black & white, 1953)

Demonstrates that people have to be well-informed in order to be able to make intelligent decisions, either in private life or public affairs. Discusses the agencies which exist in the average American community for the purpose of providing citizens with the facts they need. Explores the role of newspapers, radio, television, libraries, and other channels of information.
(Encyclopaedia Britannica Educational Films)

Available from Encyclopaedia Britannica Educational Corp., 425 North Michigan Avenue, Chicago, Il. 60611.

162. Hello, I Need to Tell You Something (19 min., 1971)

A multi-media representation of man's efforts to cope with difficulties in interpersonal communication. Winner of the 1974 ASIS Outstanding Information Science Movie Award. (AT&T)

Available from AT&T, 83 Maiden Lane, New York, N.Y. 10038.

163. Hierarchical Control (16mm, 1976)

Describes the development of computer-control techniques at the National Bureau of Standards. The advantages of the control concept demonstrated include the ease and speed of programming and the use of sensory feedback to cope with the small mis-alignment of parts that might be encountered in a factory environment. (U.S. Bureau of Standards)

Available from National Audiovisual Center, National Archives and Records Service, Washington, D.C. 20409.

164. History of the Computer, The (Filmstrip, 54 fr., 14 min., 35mm, black & white, 1972)

Examines significant developments in the evolution of the computer, beginning in the 17th century, to the digital computer in the 1940's, and explores prospects for future computers. (Encyclopaedia Britannica Educational Corp.)

Available from Encyclopaedia Britannica Educational Corp., 425 North Michigan Ave., Chicago, Il. 60611.

165. Holographic Optical Memory (12 min., 16mm, 1970)

Shows how information can be stored in holograms, with readouts aided by lasers and light-sensitive diodes to be displayed on CRTs or sent to computers. (Bell Telephone Labs.)

Available from Bell Telephone Labs, Inc., Film Library, Murray Hill, N.J. 07971.

166. Holography (30 min., 16mm, color, kinescope, 1970)

Scientists at TRW Systems in California demonstrate how holograms are made and display several examples. The film incorporates an evaluative discussion of existing and possible applications for holography, including three-dimensional television and movies, new techniques for microscopic analysis, and new data storage methods. (Interface series, No. 7706)

Available from University of California Extension Media Center, Berkeley, Ca. 94720.

167. Human Communication (Filmstrip, 17 fr., color, silent, 1962)

Considers how an idea is communicated from one person to another, how questions clear up communication, some problems in communication, and the "bit" theory of communication.

Available from Wayne State University, Systems Distribution and Utilization Dept., 5448 Cass Ave., Detroit, Mi. 48202.

168. Human Relations Area Files: A Fund of Knowledge (15 min., 1974)

Presents a brief intellectual and organizational history of HRAF, the nature and structure of the HRAF Files, some basic techniques for using the Files most efficiently, and the varied usages for which the Files are particularly suitable. (Human Relations Area Files Inc.)

Available from Human Relations Area Files, Inc., 755 Prospect St., New Haven, Ct. 06520.

169. Hypothesis Testing Inferential Statistics: Part II (25 min., 16mm or videocassette, color, 1976)

Uses a series of four short sketches

to illustrate some principles of hypothesis testing: the need for a control group and for random assignment of subjects to groups; the necessity for statistics as a means to overcome population variability; the formulation of a statistical hypothesis and the possible errors of decision that can be made; the way in which hypotheses about the mean are tested. The emphasis is on underlying concepts rather than formulae or computational procedures.

Available from The Media Guild,
Box 881, Solana Beach, Ca. 92075.

170 IBM 1050 Data Communications System (12 min., 16mm, color, 1963)

Illustrates the importance of data communications in modern business operations and portrays the ability of this system to transmit data to and from any location in the country over ordinary communication lines. Also demonstrates the system's capacity to use combinations of cards, paper tape, edge-numbered documents, and hard copy. (Training Films Inc.)

Available from IBM office in your area.

171 IBM 1287 Optical Reader (10 min., 16mm, color, 1966)

Introduction to the 1287 optical reader, designed to be linked to the System/360, reading typed and printed text as well as pencil-written digits.

Available from IBM office in your area.

172 The IBM 1404 Printer (8 min., 16mm, color, 1962)

Describes functional principles of the 1404 chain printer for the 1401 data processing system.

Available from IBM office in your area.

173 IBM 1410/7010 Operating System (16 min., 16mm, color)

Illustrates the advantages inherent in the 1410/7010 operating system. It emphasizes job-to-job processing and the teleprocessing capabilities. (Training Films Inc.)

Available from IBM office in your area.

174 IBM 1440 Data Processing System, The (48 min., 16mm, black & white, 1962)

Describes the 1440 data processing system and its application to small businesses.

Available from IBM office in your area.

175 IBM 2250 Graphic Applications Demonstration (18 min., 16mm, color, 1966)

Accompanied by a written commentary instead of a sound track, the film demonstrates the applicability of the IBM 2250 visual display.

Available from IBM office in your area.

176 IBM 2260 Display Station...Vital Link in the Telephone System, The (20 min., 16mm, color)

Features the IBM 2260 visual display station in a demonstration of various techniques such as data input, data correction, inquiry, and other applications as used by a telephone company service representative. (Training Films Inc.)

Available from IBM office in your area.

177 IBM 2420 Magnetic Tape Unit (9 min., 16mm, color, 1968)

Demonstrates the advantages of the 2420 magnetic tape unit.

Available from IBM office in your area.

178 IBM 2770 Data Communication System (8 min., 16mm, color, 1969)

Introduction to the 2770 data communication system. Technical description of possibilities and applications.

Available from IBM office in your area.

- 179 IBM 5100 Portable Computer (12 min., 16mm, sound, color, 1975)
Demonstrates the capabilities of the IBM 5100 portable computer. (IBM Corp., General Systems Div.)
Available from IBM Motion Picture Library, Modern Talking Picture Service, 1212 Avenue of the Americas, New York, N.Y. 10036.
- 180 IBM 7740 Communication Control System, The (11 min., 16mm, color, 1964)
Describes the functional capabilities of the IBM 7740 communication control system.
Available from IBM office in your area.
- 181 IBM Administrative Terminal System, The (16 min., 16mm, color, 1964)
Demonstration of ATS and its capabilities in text editing and program writing. This program extends the capability of a 1440 or 1460 to include applications such as the production of manuals, bills of materials, and programs while the computer is performing tape-to-printer and card-to-tape operations. (IBM)
Available from IBM office in your area.
- 182 IBM Operating Systems...The Changing Environment (19 min., 16mm, color, 1968)
Discusses the advantages of Operating Systems/360.
- 183 IBM System/3 Concept and Design (20 min., 16mm, color, 1969)
Demonstration of System/3 possibilities with attention paid to the technical structure.
Available from IBM office in your area.
- 184 IBM System/3 Demonstration (4 min., 16mm, color, 1969)
Introductory film on System/3, demonstrating the main component parts.
Available from IBM office in your area.
- 185 IBM System/3 Invitation (11 min., 16mm, color, 1969)
Humorous treatment of the problems of three different clients and the solutions to those problems via System/3. Short discussion of possibilities of the system.
Available from IBM office in your area.
- 186 IBM System/360 (17 min., 16mm, color)
Concentrates on IBM design objectives and their fulfillment in IBM System/360. Industry uses are cited and product capabilities in the broad sense are emphasized. (Training Films Inc.)
Available from IBM office in your area.
- 187 IBM System/360 Card Processing Power (10 min., 16mm, color, 1964)
Describes the IBM/360-Model 20 central processing unit, the input-output devices available with this system, and how these units can be combined to handle card processing applications. (Training Films Inc.)
Available from IBM office in your area.
- 188 IBM System/360 Model 20 (10 min., 16mm, color, 1964)
Illustrates the possibilities of the smaller versions of the IBM System/360. Several new components are reviewed, such as the IBM 2560 Multi-Function Card Machine. Via examples of consumption administration and stock administration an insight is given into the versatility of this card computer.
Available from IBM office in your area.
- 189 If One Today--Two Tomorrow (28 min., 16mm, color, 1976)
Addresses the need for the world-wide use of communication technology for learning and growing as the world population increases. Describes how radio, television, and communications satellite systems are used as instruments for education. (U.S. National Aeronautics and Space Administration)
Available from National Audiovisual Center, General Services Administration, Washington, D.C. 20409.
- 190 Incentive to Progress (30 min., 35mm, color)
Depicts activities and services of the Patent Office. Well organized,

the film is recommended for laymen as well as those in various scientific disciplines.

Available from American Patent Law Association, 2001 Jefferson Davis Highway, Suite 203, Arlington, Va. 22202.

191 Incredible Machine, The (14 min., 1968)

The role of computer graphics in communications research, electronics manufacture, movie-making, and experiments in hearing, speech, music, and visual perception. (AT&T)

Available from AT&T, 83 Maiden Lane, New York, N.Y. 10038.

192 Information Analysis Center (18 min., 16mm, color)

Shows how a special, subject-oriented information center, in this case the Defense Metals Information Center at Battelle Memorial Institute, collects and organizes information in order to provide efficient reference service.

Available from Battelle Memorial Institute, Information Research Center, 505 King Avenue, Columbus, Oh. 43201.

193 Information Explosion (21 min., color)

Although the computer plays an increasingly important role, there is little understanding of what a computer does. Penetrates the myths of a "computer take-over" and presents a realistic evaluation of the computer's function as an aid in sorting and analyzing the data that go into the day-to-day decisions.

Available from CCM Films, Inc., 866 Third Avenue, New York, N.Y. 10022.

194 Information Explosion (29 min., 16mm, black & white)

A discussion by Don Swanson (Dean, University of Chicago, Graduate Library School); Herman Fussler (Director of the University

of Chicago libraries); Duncan MacRae, Jr., (professor, department of political science); with Ranlet Lincoln (assistant to the vice president of the university for public affairs), as moderator, revolving around the impact upon libraries, library services, and scholarship of new approaches to information and the new mechanical devices for handling them. Ways in which academic libraries may have to adjust to accommodate the new materials and the new approaches are explored from the standpoint of the university librarian, the information scientist, and the scholarly user of the library's services. (University of Chicago)

Available from American Library Association, Headquarters Library, 50 East Huron Street, Chicago, Il. 60611.

195 Information Explosion (35 min., 16mm, black & white, 1966)

The revolution in human communications has made it possible for any information, verbal or pictorial, to be stored, duplicated, transferred or transformed, distributed, and received over distances unimagined a few decades ago. This film is concerned with how information may be responsibly processed and utilized and how it affects the lives of children. Segments include a press conference, an executive briefing, a medical radio network, and interviews with children on medical communication. (Communication Theory and New Educational Media Series) (U.S. Office of Education, by Ohio State University Motion Picture Department)

Available from New York University Film Library, 26 Washington Place, New York, N.Y. 10003.

196 Information Explosion; or What Happened (14 min., 16mm, color, 1967)

Leaders from different fields discuss the changing role of communications and its impact on

the world. (Dynamic Films, Inc.)
Available from Dynamic Films,
Inc., 408 Park Avenue, New York,
N.Y. 10022.

197 Information Machine, The (11
min., 16mm or 35mm, color, 1958)

Compares the human mind and the
computer. A sophisticated, amusing
account of the development of the
electronic computer, beginning with
primitive man and ending with
machine simulation. (IBM)

Available from IBM Motion Picture
Library, Modern Talking Picture
Service, 1212 Avenue of the
Americas, New York, N.Y. 10036.

198 Information Machine or Creative
Man and the Data Processor, The
(11 min., 16mm, color, 1958)

Uses animation to examine the
relationships between man and the
computer, emphasizing that the
computer is a machine which is
manipulated by man. Gives an
account of the development of the
electronic computer beginning with
primitive man and ending with the
advent of machine simulation,
explaining the nature of data
processing. Presents some general
examples of how computers are used
in control, design, and simulation.
(EAMR for IBM)

Available from Indiana University,
Audio-Visual Center, Bloomington,
In. 47401.

199 Information Processing (28 min.,
16mm, color, 1971)

Analyzes how people process
information, using for its base a
crowded noisy cocktail party as
observed from a control booth.
Features pretty girls and bizarrely
dressed men, including some
improvisational actors, who demonstrate
attention, language processing, long
and short term memory, mnemonics,
retrieval strategies and problem
solving. (The Psychology Today Film
Series) (CRM Educational Films)

Available from University of
Southern California, Film Distribution
Center, Division of Cinema,
University Park, Los Angeles,
Ca. 90007.

200 Information Retrieval (18 min.,
16mm, color, 1961)

Shows how a typical large company
solves its communications problems
by adopting modern information
retrieval procedures, using IBM data
processing systems. Deals with
KWIC indexing, research project
retrieval, SDI, document retrieval,
and skill indexing.

Available from IBM office in
your area.

201 Information Services Department,
The (8 min., 16mm, color, 1974)

Examines the functions of the
different areas of an information
services department, including
systems analysis, computer
programming and computer facilities.
Shows the role each plays in helping
operating managers obtain information.
(Using the Computer as a Management
Tool Series) (American Management
Association, Inc.)

Available from American Management
Association, Inc., 135 W. 50th Street,
New York, N.Y. 10020.

202 Instructional Materials Centers and
Audiovisual Library Responsibilities

Filmstrip, 57 fr., 20 min., color,
with tape, 7.5 inches per second,
and written script, 1968)

An original in-service presentation
at Samuel Gompers School demonstrates
how library and audiovisual consultants
in a junior high school IMC administer
a unified media program that supports
curriculum goals.

Available from Madison Public
Schools, 545 West Dayton Street,
Madison, Wi. 53703.

203 Integrated Electronics: A New
Art (16 min., 16mm, 1970)

Describes and demonstrates the

construction and advantages of solid-state, integrated circuitry. (Bell Telephone Labs)

Available from Bell Telephone Labs, Inc., Film Library, Murray Hill, N.J. 07971.

204 International Science Report
(A-04-432, 25 min., audiotape)

One of a series of reports which analyze in simple, nontechnical language the latest scientific and technological developments around the world. A Canadian psychiatrist discusses the future influence of computers on day-to-day living. An Australian computer programmer describes the functions of digital computers. Scottish research scientists and computer experts discuss new areas for computer use. The use of computers in medicine in Germany is described.

Available from State University of New York, Educational Recordings Library, Thurlow Terrace, Albany, N.Y. 12201.

205 Interviewing Principles and Techniques (17 min., 16mm, black & white, 1951)

Demonstrates a classification interview illustrating principles of good interviewing, including--preparation, approach, getting the facts, use of simple terminology, guiding the conversation, and preventing interruptions. (U.S. Navy)

Available from National Audiovisual Center, National Archives and Records Service, General Services Administration, Washington, D.C. 20409.

206 An Introduction to an Electronic Data Processing Center (11 min., 16mm, color)

Shows the operations of an EDP center and the relationship of the center to the businesses it serves. Illustrates one method that smaller businesses can utilize to achieve the benefits of EDP. (National Cash Register Co.)

Available from NCR, Audio Visual Services, Marketing Education and Publications, Dayton, Oh. 45409.

207 Introduction to Analog Computers
(120 min., 16mm, color, 1963)

Discusses the programming techniques and components of an electronic analog computer. Presents the solutions to typical computer problems. (U.S. Atomic Energy Commission)

Available from National Audiovisual Center, National Archives and Records Service, General Services Administration, Washington, D.C. 20409.

208 Introduction to Automatic Data Processing (31 min., 16mm, black & white, 1958)

Discusses the Automatic Data Processing System (ADPS), explaining its underlying concept, capabilities, operation, and application as a new management tool. Shows several systems currently in use in government installations. Using animation, analyzes the features, operation, and functional components of ADPS, giving attention to communication networks, input and output devices, and the central processing unit consisting of the internal control section, memory section, and arithmetic and logic section. A simple problem is processed for demonstration purposes. (Order No. TF 11-2552)

Available from National Audiovisual Center, National Archives and Records Service (GSA), Washington, D.C. 20409.

209 Introduction to Data Processing
(Filmstrip, 14 min., 35mm, color, 1972)

Provides an overview of the data processing needs of business and industry. Discusses current data processing terminology and describes several forms of modern mechanical systems used for processing data. (South-Western Pub. Co.)

Available from South-Western Pub. Co., 5101 Madison Rd., Cincinnati, Oh. 45227.

210 Introduction to Digital Computers
(24 min., 16mm, color, 1969)

"What is a computer?" "How does it work?" These are some of the questions answered in this film, including an animated sequence explaining the five basic functions, i.e., input, control,

arithmetic, memory, and output.
(AVU4756) (Sperry Rand Corp.)

Available from Sperry Rand
Corp., UNIVAC Division, Film
Library, P.O. Box 500, Blue
Bell, Pa. 19422.

- 211 Introduction to Digital Logic, I-Combinational Logic (18 min., 16mm, color, 1974)
A PDP-9 computer graphics system, integrated with a digital analysis program, is used to demonstrate the operation of the basic digital logic elements. Series of logic gates are then combined to illustrate the distributive laws, DeMorgan's law and the principle of duality. NAND gates are used as a universal logic element of form inverters, AND, NOR and exclusive (OR) gates. These basic functions and principles are then applied to create functional units such as half and full adders, shift units, data multiplexors and encoders. (The University of Michigan)

Available from The University of Michigan, Audio-Visual Education Center, 416 Fourth Street, Ann Arbor, MI. 48109.

- 212 Introduction to Digital Logic, II: Sequential Logic (17 min., 16mm, color, 1974)

The power of combinational logic networks is extended to include the capability to store information. The outputs are determined by the present combinational logic inputs and the past history of inputs to the network. Animated networks demonstrated include bistable multivibrator or Reset-set, D, J-K flip-flop types clocked through NAND gates, toggled, used to construct a binary counter, asynchronous counter, transient and nontransient states and shift registers. (The University of Michigan)

Available from The University of Michigan, Audio-Visual Education Center, 416 Fourth Street, Ann Arbor, MI. 48109.

- 213 Introduction to ERIC (Sound filmstrip-record, 48 fr., 35mm, color, 1969)

Explains how the Educational Resources Information Center functions as a central source for the storage and distribution of educational research reports and describes its indexing and publishing programs. (Oregon State System of Higher Education Teaching Research Division)

Available from Oregon State System of Higher Education, Film Library, 1633 S.W. Park Ave., P.O. Box 1491, Portland, Or. 97207.

- 214 Introduction to Feedback (12 min., 16mm, color, 1960)

Feedback--the cycle of measuring, evaluating, and correcting--has become a science and an art. The film shows its importance in our daily life. (IBM)

Available from IBM Motion Picture Library, Modern Talking Picture Service, 1212 Avenue of the Americas, New York, N.Y. 10036.

- 215 Introduction to Holography (17 min., 16mm, color, 1972)

Identifies the principle of holography. Demonstrates types of holograms, explains holographic interferometry and illustrates the hologram's three-dimensionality and data storage and multi-channel capacities. Shows how holograms are made for display and research and explains the nature of wave interference and laser coherence. (Encyclopedia Britannica Educational Corp.)

Available from Encyclopedia Britannica Educational Corp., 425 N. Michigan Ave., Chicago, IL. 60611.

- 216 Introduction to Semantics (Sound filmstrip-audio tape, 84 fr., 35mm, color, 1972)

Presents an introduction to semantics and forms of nonverbal communication such as body language both deliberate and unconscious. (The Semantics Language and Behavior Series) (Concept Media)

Available from Concept Media, 1500 Adams, Costa Mesa, Ca. 92626.

- 217 Introduction to System Analysis for Library Personnel (Five 35mm filmstrips, five magnetic tape cassettes, workbook, script, and instructions)

Contains nine units of instruction that introduce the subject of system analysis to professional librarians. The first five units combine 35mm filmstrips and recorded sound with workbook exercises. Five magnetic tape cassettes contain the audio portion of the first five units. The last four units are bound together in a single volume as a "paper only" presentation. (System Development Corporation for the U.S. Office of Education, Bureau of Research)

Available from U.S. Office of Education, Research and Program Development Branch, 7th and D Streets, N.W., Washington, D.C. 20202.

- 218 Introduction to the PDP-11/70 (20 min., slides, sound)

Presents a description of the PDP-11/70. The theme is how 11/70 hardware and software combine to provide a multi-function computer system capable of simultaneously performing real-time, batch, and timesharing. (Digital Equipment Corporation)

Available from Digital Equipment Corporation, 146 Main Street, Maynard, Ma. 01754.

- 219 Is Knowledge Power? (28 min., 16mm, black & white)

Hubert Humphrey discusses the problems of information storage and retrieval in a society that is today generating information on an unprecedented scale. Presents a panel of librarians and scientists who elaborate on the problems and possible solutions. (Recorded at the studios of WETA-TV, Washington, D.C.)

Available from Special Libraries Association, 235 Park Avenue, South, New York, N.Y. 10003.

- 220 Just What is General Semantics? (30 min., 16mm, black & white, 1955)

Dr. Irving Lee, professor of public speaking at Northwestern University, discusses the field of general semantics. (WOI-TV) (Talking Sense Series)

Available from Indiana University, Audiovisual Center, Bloomington, In. 47401.

- 221 L6: Bell Telephone Laboratories Low Level Link List Language (48 min., 16mm, black & white, 1966, Part 1--16 min., part 2--32 min.)

The films describe the list-processing, computer programming language L6, developed at Bell Telephone Laboratories (BTL) and produced entirely by programming the BEFLIX language (developed by BTL). L6 contains most of the facilities which underlie such list processors as IPL, LISP, COMIT, and SNOBOL, but it permits the user to get much closer to machine code in order to write faster running programs, to use storage more efficiently, and to build a wider variety of linked data structures. Part 2 contains an example of L6 programming. (Produced and directed by K.C. Knowlton)

Available from Bell Telephone Laboratories, Inc., Film Library, Murray Hill, N.J. 07971.

- 222 Language and Meaning (30 min., 16mm, black & white, 1957)

Explains the role of structure in deriving meaning from language. Discusses the relationship of para-language and kinetics to language and meaning. (National Educational Television, Inc.)

Available from Indiana University, Audiovisual Center, Bloomington, In. 47401.

- 223 Language and Thought (Audiotape, 122 min.)

Dan I. Slobin, Professor of Psychology, UC, Berkeley, a psycholinguist, traces philosophical difficulties that have impeded the development of psycholinguistics during the past 100 years.

- Describes advances in the field since the development of cognitive psychology during the last 15 years. Reviews certain speech and brain mechanisms and cites evidence that thought can occur in the absence of language. (University of California Extension Media Center)
Available from Audiotapes, Dept. AR-1, University of California Extension Media Center, Berkeley, Ca. 94720.
- 224 Language of the Mass Media, The (45 min., 16mm, black & white, 1972)
Analyzes and demonstrates the various techniques used in the field of audiovisual communication. Points out how the technology of television differs from that of film. (Inter-University History Film Consortium)
Available from Irish University Press, 81 Merrion Square, Dublin 2, Irish Republic.
- 225 Lasers Unlimited (10 min., 1969)
Since the first harnessing of coherent light, the laser has become one of the most useful tools modern science, medicine, technology, and industry has developed. (AT&T)
Available from AT&T, 83 Maiden Lane, New York, N.Y. 10038.
- 226 Learning (31 min., 16mm, color, 1971)
Shows experiments in learning. B.F. Skinner and Richard Malott deal with operant conditioning. Nathan Azin demonstrates aversive conditioning. Jack Hailman deals with sign stimuli, and G.P. Baerends demonstrates super-normal conditioning. Explains the work of David McClelland on motivation training and the work of Lewis Lipsitt on infant learning. (The Psychology Today Films Series) (CRM Educational Films)
Available from University of Southern California, Film Distribution Center, Division of Cinema, University Park, Los Angeles, Ca. 90007.
- 227 Learning About Learning (30 min., 16mm, black & white, 1963)
Outlines the work of Howard Kendler of New York University, Tracy Kendler of Barnard College, Kenneth Spence of the State University of Iowa, Harry Harlow of the University of Wisconsin, and B.F. Skinner of Harvard University in exploring the different strategies employed in developing new theoretical concepts about man's ability to learn. Shows how the work of these men has influenced methods of instruction in schools and colleges. (Focus on Behavior Series--No. 5) (National Education Television, Inc.)
Available from State University Film Service, 1400 Washington Avenue, Albany, N.Y. 12222.
- 228 Learning With Today's Media (35 min., 16mm, color, 1974)
Shows how planning, organizing, and utilizing media affect instruction at four schools in Connecticut, Illinois, California, and North Carolina. Defines the role of a media center and suggests ways to increase learning and teaching effectiveness through media use. Includes classroom scenes and interviews with administrators, teachers, and students. (Encyclopaedia Britannica Educational Corp.)
Available from Indiana University, Audio-Visual Center, Bloomington, In. 47401.
- 229 Library Automation and Mechanization (Videotapes, 50 min. each, black & white, 1969)
Course lectures by Hillis Griffin, assistant director of the library services department, Argonne National Laboratory, Argonne, Illinois. The course consists of thirty 50 minute black and white videotapes of a course offered by the Graduate School of Library Science, University of Illinois. "Library Automation and Mechanization" is an introductory course on the subject for library school master's degree students. No.

previous knowledge of data processing or computer programming is assumed. The course was recorded on broadcast quality 2" quadruplex tape. A sample tape is available upon request for free loan, for preview purposes only. The complete set of thirty tapes is sold at a price of \$1,000 plus new tapes and the cost of reproduction (at least \$30 an hour). (University of Illinois, Urbana-Champaign)

Available from Robert C. Boston, Television Services, 1110 West Main Street, Urbana, IL 61801.

230 Library of Congress, The (22 min., 16mm, color, 1968)

Explains the variety of services offered by the Library of Congress and demonstrates use of these services and resources by legislators, scholars, students, and institutions all over the world. Uses a senatorial request to illustrate the vast complexities of the library's major service—congressional research. Weaves the history, present scope, and future hopes of the Library throughout the presentation. (Encyclopaedia Britannica Education Corporation)

Available from Indiana University, Audio-Visual Center, Bloomington, In. 47401.

231 Library of Congress Classification (Filmstrip, 54 fr., color, phonodisc/tape or cassette, 1976)

Describes the early history of the Library of Congress and explains its classification system. (Library Filmstrip Center)

Available from Library Filmstrip Center, 3033 Aloma, Wichita, Ks. 67211.

232 Light Waves (16mm, 1977)

Discusses and depicts lasers and light waves transmission.

Available from AT&T, Inc., 83 Maiden Lane, New York, N.Y. 10038.

233 Living Machine, The (57 min., 16mm, black & white, 1961)

Demonstrates the varied uses of electronic computers, predicts future uses and illustrates the history of science fiction as it relates to machines. Compares the functioning of man's sensory equipment with mechanical and electronic equipment. Presents interviews with Warren McCullough and Margaret Mead as they discuss the influence of machines on society. (National Film Board of Canada)

Available from Indiana University, Audio-Visual Center, Bloomington, In. 47401.

234 Logic By Machine (29 min., 16mm, black & white, 1962)

Serves as an introduction to the subject of electronic computers. The relationship of the symbolic world of mathematics to the real world of objects and events is illustrated. A brief description of the abilities of the computer to calculate, remember, and compare is given. (Computer and the Mind Series) (National Education Television, Inc.)

Available from University of California, Extension Media Center, Berkeley, Ca. 94720.

235 Magnetic Memory (25 min., 16mm, color, 1961)

Explains how magnetic tape has added a new dimension to the memory of man. Outlines many uses of magnetic tape, describes the manufacturing process and discusses the controls exercised to produce tape. (Minnesota Mining and Manufacturing Company)

Available from Minnesota Mining and Manufacturing Company, Medical Film Library, 3M Square, St. Paul, Mn. 55101.

236 Magnetic Tapes (12 min., 16mm, color)

Describes how IBM tests magnetic tape products before releasing them for shipment to customers. Relates specifications to the need for quality tape in the data processing installation.

Available from IBM office in your area.

237 Man and Computer...A Perspective
(20 min., 16mm, color, 1967)

A primer on some of the basic elements in data processing, such as input, output, storage, and control. These are explained in detail (both in live action and animation), with examples shown as to just how they work and what function they perform. In addition, the binary system is illustrated and defined in an understandable and graphic manner. (IBM)

Available from IBM Motion Picture Library, Modern Talking Picture Service, 1212 Avenue of the Americas, New York, N.Y. 10036.

238 Management and the Computer (29 min., 16mm or videotape and script, black & white, 1966)

Presents a functional introduction to computers and illustrates the value of the computer in managerial work. (Republic Steel Corporation)

Available from Republic Steel Corporation, Republic Industrial Education Institute, P.O. Box 6778, Cleveland, Oh. 44101.

239 Management of a Time-Sharing System (XF-24) (14 min., 16mm, black & white)

Describes the SDC/ARPA general-purpose time-sharing system operating on the Q-32 computer, with emphasis on techniques used to allocate space and time to the more than 300 users of the system.

Available from System Development Corporation, 2500 Colorado Avenue, Santa Monica, Ca. 90406.

240 Managers and Models (29 min., 16mm, black & white, 1963)

Describes the design and simulation capacities of the modern digital computer. Shows a computer used to simulate problems encountered in firing a rocket. Explains how a computer is used to select the optimum design for a chemical plant and indicates how a computer simulates every step in the sugar refining process in a large refinery. (NET-

Indiana University)

Available from Indiana University, Audio-Visual Center, Bloomington, In. 47401.

241 Manuscripts (10 min., 16mm, color, 1956)

Describes the ancient method for preserving the thoughts of man. Samples of various materials such as parchment and vellum are shown. Explains the ancient systems of copying materials in the "Scriptorium" where a group of individuals copy from the oral readings of a single person. (Milestones in Writing Series) (Classroom Film Distributors, Inc.)

Available from University of California Extension Media Center, Berkeley, Ca. 94720.

242 Mark of Man (13 min., 16mm)

Traces history of man's efforts to record information from the marks made on walls of caves, through the development of mechanical printing devices to highspeed recording of computer data by cathode ray tube. Various applicators of output from the SC4020 Computer Reformer. (General Dynamics Corporation)

Available from General Dynamics Corporation, 1 Rockefeller Plaza, New York, N.Y. 10020.

243 Mass Information Control (12 min., 16mm, color)

Presents the story of RCA's 3488 mass random access computer equipment. (Data Processing Management Assn.)

Available from Data Processing Management, Assn. Intl. Headquarters, 505 Busse Highway, Park Ridge, Il. 60068.

244 Mass Media and the Freedom to Communicate (Filmstrip, 66 fr., 18 min., 35mm, color, 1973)

Traces the rapid evolution of mass communications. Examines the validity of the public's right to know in light of the trend toward advocacy journalism. Assesses the impact of a genuine free flow of ideas on the family of nations and

on the individual. (Current Affairs Films)

Available from Current Affairs Films, 24 Danbury Rd., Wilton, Ct. 06897.

- 245 Matter of Survival, A (26 min., 16mm, color)

Examines the impact computerization has upon "white-collar" workers in terms of morale and potential job displacement. Relates a company administrator's assurance that no job is in danger due to the accounting department's conversion to computer and presents the affected employees' concerns and uncertainties. Concludes with a distraught middle-aged employee receiving his termination notice.

Available from Indiana University, Audio-Visual Center, Bloomington, In. 47401.

- 246 Media-Massaging the Mind (24 min., 16mm, color, 1971)

Depicts future techniques for delivering the media's message, including satellites, lasers and holograms. Shows how newspapers and magazines will be radically altered by the continual speed-up of electronic journalism. Explores the role television has in shaping politicians. (Towards the Year 2000 Series) (Document Associates)

Available from the University of Michigan, Audio-Visual Education Center, 416 Fourth Street, Ann Arbor, Mi. 48109.

- 247 Media and Its Impact (Filmstrip, 75 fr., 13 min., 35mm, color, 1972)

Defines media as a process for delivering a message from one mind to another and dramatizes the daily impact of media. (EMC Corp.)

Available from EMC Corp., 180 East Sixth Street, St. Paul, Mn. 55101.

- 248 Media and Meaning: Human Expression and Technology (Slide set, 160 slides, 2 x 2 in., 34 min., color, 1973)

Focuses on the changing nature of human expression as technology extends the ability of man to communicate with man, and examines how the various media affect the meaning of communication. (Center for Humanities)

Available from Center for Humanities, 2 Holland Avenue, White Plains, N.Y. 10603.

- 249 MEDLARS Story, The (24 min., 16mm, black & white)

Describes the MEDLARS system and a machine literature search at the National Library of Medicine.

Available from National Medical Audio-Visual Center (Annex), Station X, Atlanta, Ga. 30324.

- 250 Memory Devices (28 min., 16mm, color, 1960)

Basic concepts are explained and related to such memory devices as punched cards, punched tapes, relays, magnetic tape, magnetic drums, ferrite cores and sheets, twistors, capacitor array, barrier grid storage tube, and flying spot storage. This film was produced under the guidance of Bell Laboratory's scientists working on storage devices for machine memories. (Bell Telephone Company)

Available from Western Electric Motion Picture Bureau, Public Relations Division, 195 Broadway, New York, N.Y. 10007 or Local Bell Telephone Co., Business Office.

- 251 Metals Information Center of Tomorrow (13 min., 16mm, color, 1957)

Describes in layman's terms the American Society for Metals--Case Western Reserve University machine literature searching activities in the field of metallurgy. Shows the potentials for mechanical computing machines in library research. (Produced by Case Western Reserve University)

Available from Center for Documentation and Research, School of Library Science, Case Western Reserve University, Cleveland, Oh. 44106.

252 Micro (14 min., 16mm, color, 1969)

An adventure into the tiny world of solid-state, micro-electronic manufacturing, showing how, with the help of lasers and complex machinery, up to one million diodes, transistors, and resistors can be arranged on a plastic wafer, the size of a 50-cent piece. (Western Electric Co.)

Available from Western Electric Motion Picture Bureau, Public Relations Division, 195 Broadway, New York, N.Y. 10007.

253 Microfilm in Libraries (56 color slides with script and tape)

A description of the possible application of microfilm for books and other documentary materials.

Available from Eastman Kodak Company, Information Films Division, 343 State Street, Rochester, N.Y. 14650.

254 Microfilm Systems for Collèges and Universities (78 color slides with script and tape)

Describes the use of several microfilm applications at institutions of higher learning.

Available from Eastman Kodak Company, Information Films Division, 343 State Street, Rochester, N.Y. 14650.

255 MIRACODE System, The (7 min., 16mm, color)

A general review of the functional capabilities of a microfilm information storage and retrieval system utilizing binary code as the indexing medium.

Available from Eastman Kodak Company, Information Films Division, 343 State Street, Rochester, N.Y. 14650.

256 MIRACODE System 810B, The (40 color slides and written script)

A series of slides with commentary describe a 16mm microfilm system with frame indexing (both direct and keyword). Shows input/output equipment and demonstrates some applications.

(Eastman Kodak Company)

Available from Eastman Kodak Company, Information Films Division, 343 State Street, Rochester, N.Y. 14650.

257 Mission to Colombia (26 min., 16mm, black & white, 1962)

An informal documentary showing the efforts of the U.S. Information Service in Cali, Colombia. (University of Southern California)

Available from University of Southern California, Film Distribution Center, Division of Cinema, University Park, Los Angeles, Ca. 90007.

258 Modern Holography (30 min., 16mm, black & white, 1967)

The hologram, a type of photograph known for many years, has been brought into new prominence by recent developments in hologram techniques and by the development of the laser. This technically-oriented film demonstrates three-dimensional imagery techniques and the possible application of these techniques, ranging from x-ray microscopy to communication transmission. Experimental results of recent work are presented. Lecturer is E.N. Leith of the University of Michigan. (Educational Communications, State University of New York at Albany)

Available from State University Film Service, 1400 Washington Avenue, Albany, N.Y. 12222.

259 Moment in History, A (14 min., 16mm, color, 1964)

Illustrates the early use of communication satellites, doing this by highlighting the presentation of honorary U.S. citizenship by President Kennedy to Prime Minister Churchill in April, 1963. The live television transmission was sent via Relay satellite from the White House to England. (HQa-122) (National Aeronautics and Space Administration) (NASA)

Available from NASA Goddard Space Flight Center, Photographic Branch Code 253, Greenbelt, Md. 20771.

- 260 Monsanto's Information Center (146 color slides, 1966)

Part 1 -- 74 slides, tape and written script, Part 2 -- 71 slides, tape and written script. A detailed orientation to Monsanto's Information Center. (Monsanto Company)

Available from Monsanto Company Information Center, 800 North Lindbergh Boulevard, St. Louis, Mo. 63166.

- 261 More Cards...Less Time (15 min., 16mm, color, 1969)

Introduces the 1710 VIP, 1701 VP, 1720 Sorter, and illustrates the operational advantage of the keypunch line. Useful film for keypunch operators, as well as management.

(AVU 4818) (Sperry Rand Corporation)

Available from Sperry Rand Corporation, UNIVAC Division, Film Library, P.O. Box 500, Blue Bell, Pa. 19422.

- 262 Multimedia Center (Filmstrip with record/cassette, 51 fr., 35mm, color, 1976)

Explains the many functions of the multimedia center. Shows how films, filmstrips, phonodiscs, transparencies and other materials are used in a multimedia center program. (Library Filmstrip Center)

Available from Current Affairs Films, Division of Key Productions, 24 Danbury Rd., Wilton, Ct. 06897.

- 263 National Library of Medicine (26 min., 16mm, color, 1963)

Describes the history, resources, and services of the National Library of Medicine. (National Library of Medicine)

Available from National Medical Audiovisual Center (Annex), Chambers, Ga. 30005, Attention: Film Distribution.

- 264 NCR 315 Data Processing System (25 min., 16mm, color)

A description of the features and operation of the 315 computer system. (National Cash Register Company)

Available from National Cash Register Co., Audiovisual Services, Marketing Education and Publications, Dayton, Oh. 45409.

- 265 NCR 390 Data Processing System, The (20 min., 16mm, color)

A description of the features and operation of the 390 computer system. (National Cash Register Company)

Available from National Cash Register Co., Audiovisual Services, Marketing Education and Publications, Dayton, Oh. 45409.

- 266 NCR 420-1 Optical Character Reader, The (18 min., 16mm, color)

Describes the Optical Reader and its operation, and demonstrates how the 420 functions in an EDP System. (National Cash Register Company)

Available from National Cash Register Co., Audiovisual Services, Marketing Education and Publications, Dayton, Oh. 45409.

- 267 Network (14 min., 16mm, color, 1970)

Takes a look at today's myriad communications and the human and the physical resources that make them possible. Employs new techniques of split screen action, "HOT" and "COLD" color and electronic music. (American Telephone and Telegraph Co.)

Available from American Telephone and Telegraph Co., Information Department, 195 Broadway, New York, N.Y. 10007.

- 268 New Direction For Libraries, A (Filmstrip with record/script, 81 fr., 35mm, color, 1974)

Shows the Arthur A. Houghton, Jr., Library, serving the academic community at Corning Community College, converted from a traditional library program to one designed to make it a comprehensive learning resources center. Evaluates the value of library media resources for both the faculty and students and shows how the library staff is pursuing an active role in the instructional process.

- (U.S. Office of Education)
Available from Association for Educational Communications and Technologies, 1126 Sixteenth St., Washington, D.C. 20036.
- 269 New Generation of a New Kind of Thing -- Input 3, A (16 min., 16mm, color)
A low-cost optical reader designed for use in decentralized locations where data volumes are low, but important.
Available from Recognition Equipment Incorporated, Corporate Communications, P.O. Box 22307, Dallas, Tx. 75222.
- 270 New Generation of a New Kind of Thing -- Input 80, A (17 min., 16mm, color)
A new-generation optical reading system and its impact on our society. (Recognition Equipment Incorporated)
Available from Recognition Equipment Incorporated, Corporate Communications, P.O. Box 22307, Dallas, Tx. 75222.
- 271 New Librarians, The (15 min., 16mm, color, 1974)
Shows how librarianship has acquired an exciting new image and responsibility through advances in library computer technology. Examines the electronic media which enable libraries to reach more people in new and different ways. (Universal Education and Visual Arts)
Available from Universal Education and Visual Arts, 100 Universal City Plaza, Universal City, Ca. 91608.
- 272 New Tool for Profit -- The IBM 1440, A (12 min., 16mm, color, 1963)
Sets forth the place of the IBM 1440 system in today's business. Demonstrates the system, describes the basic fundamentals of input, processing, storage, and output and points up the fact that the IBM 1440 serves as a management tool. (Training Films, Inc.)
Available from IBM office in your area.
- 273 New Way to Set Type, A (10 min., 16mm, color, 1966)
Announcement of the IBM Composer and the IBM Magnetic Tape Composer, type-setting machines which are breaking through the limitations of existing techniques of typesetting, producing camera-ready copy in classic and modern letters, in various font sizes.
Available from IBM office in your area.
- 274 915 Optical Character Reader (11 min., 16mm, color)
Use of Control Data's OCR page reader in a variety of applications for translation of ASA-font typewriting into digital terms recorded on magnetic tape. (Control Data Corporation)
Available from Control Data Corporation, 8100-34th Avenue, South, Minneapolis, Mn. 55440.
- 275 9200 Commitment (13 min., 16mm, color, 1974)
Description and comments on the Xerox 9200 Duplicating System, its research, development, engineering, marketing, and manufacturing at Xerox Corp. (Xerox Corporation)
Available from Xerox Corporation Audio-Visual Services, Xerox Square, Rochester, N.Y. 14644.
- 276 9200 Enticer Positioning (18 min., 16mm, sound, color, 1974)
E.G. Marshall introduces the Xerox 9200 Duplicating System. The first film on this two-film reel, "Enticer," is a close look at the 9200 set to Beethoven's Ninth. "Positioning" features Marshall's demonstration of the 9200's capabilities. (Xerox Corp.)
Available from Xerox Corp. Audio-visual Services, Xerox Square, Rochester, N.Y. 14603.
- 277 No, But I Saw The Movie (12 min., 16mm, color, 1961)
Uses animation and live action to explain the resources of a modern library, tracing the history of recorded communication from cave

paintings to modern art and from clay tablets to microfilm. (Southern Illinois University)

Available from Southern Illinois University, Audiovisual Service, Carbondale, Il. 62901.

- 278 Now and Forever (14 min., 16mm, color, 1964)

With the central theme of the transmission of mankind's heritage and culture, the revolutionary methods of Xerography are explored in comparison to previous methods of information storage and retrieval. Sequences are shown of the microfilming of periodicals and newspapers at University Microfilm's plant and the use of microfilm in making printouts of rare books and manuscripts. (Xerox Corporation)

Available from Xerox Films, 300 North Zeeb Road, Ann Arbor, Mi. 48106.

- 279 Now World of the 9400, The (25 min., 16mm, color, 1968)

Motion picture based on the capabilities of the UNIVAC 9400 System. Various configurations are illustrated, as well as features of the UNIVAC 9400 processing power and speed. (AVU 4816) (Sperry Rand Corporation)

Available from Sperry Rand Corporation, UNIVAC Division, Film Library, P.O. Box 500, Blue Bell, Pa. 19422.

- 280 Number Fields (17 min., 16mm, black & white, 1959)

The concept of sets, closures and number fields are developed and their use in solving problems is shown. (McGraw-Hill)

Available from McGraw-Hill Textfilms, 1121 Avenue of the Americas, New York, N.Y. 10020.

- 281 Number System and Its Structure (11 min., 16mm, color, 1961)

Reviews the concepts on which any number system is based and introduces the binary system used in computers.

Discusses also integers, fractions, negative numbers, commutative, associative and distributive laws, and closure principles. (Coronet Films)

Available from Coronet Films, 65 E. South Water Street, Chicago, Il 60601.

- 282 Of Men and Machines (28 min., 16mm, black & white, 1963)

Studies the man-machine relationship by examining the ways in which man handles and processes information, the dynamics of information feedback between man and machines, the human being's behavior in complex man-machine systems, and the redesigning of machines. (National Educational Television, Inc.)

Available from Indiana University Audiovisual Center, Bloomington, In. 47405.

- 283 Offset and You. (Sound filmstrip-record, 47 fr., 8 min., 35mm, color)

Describes the history of lithography starting with the stone and proceeding through its development into the offset process. (A.B. Dick Co.)

Available from A.B. Dick Co., 5700 W. Touhy Ave., Chicago, Il. 60648.

- 284 On-Line Story, The (33 min., 16mm, color)

Illustrates the use of telephone lines to link widely separated operations of a company directly to a central computer. Visualizes several applications of the system by visiting user installations. (National Cash Register Co.)

Available from National Cash Register Co., Audiovisual Services, Marketing Education and Publications, Dayton, Oh. 45409.

- 285 One Moment Please (12 min., 16mm, color)

A variety of customer information problems are solved by microfilm, MIRACODE, Microstrip and Microfiche applications are shown in customer inquiry on billing, catalog lookup,

and audit trail. (Eastman Kodak Company)

Available from Eastman Kodak Company, Information Films Division, 343 State Street, Rochester, N.Y. 14650.

286 Operations Research -- How It Works (22 min., filmstrip, sound, color)

A step-by-step illustration of Operations Research applied to two specific problems. Nontechnical language describes how a team defines each problem and develops usable data.

Available from Wayne State University, Systems Distribution and Utilization Dept., 5448 Cass Avenue, Detroit, Mi. 48202.

287 Operations Research -- Scope and Limitations (15 min., filmstrip, sound, color)

Shows how Operations Research can be used to analyze the more complex problems that arise in organizations. Outlines areas in which Operations Research has proved most successful, and notes the limitations which must be taken under consideration.

Available from Wayne State University, Systems Distribution and Utilization Dept., 5448 Cass Avenue, Detroit, Mi. 40202.

288 Operations Research -- What Is It? (18 min., filmstrip, sound, color)

Presents a general introduction to Operations Research. Describes its development and presents uses in business and industry. The aims are explained, and the steps by which Operations Research achieves its results are described.

Available from Wayne State University, Systems Distribution and Utilization Dept., 5448 Cass Avenue, Detroit, Mi. 40202.

289 Out Post Office (11 min., 16mm, color, 1956)

Highlights everyday activities in a city post office. (Encyclopaedia Britannica Films)

Available from University of Southern California, Film Distribution Center, Division of Cinema, University Park, Los Angeles, Ca. 90007.

290 Paper Blizzard (45 min., 16mm, color, 1970)

Part I. An Introduction to Federal Information Resources.

Introduces the array of information sources within the federal government, and identifies the use of these resources with professionalism. Briefly scans the spectrum of services available from the typical information source as well as the range of subject matters to be expected. Also indicates the principal switching centers and entry points for one who is unfamiliar with information resources.

Part IIS. An Introduction to Typical Information Services for User Professionals

Surveys the range of services that may be expected from a representative information source, ranging from acquisition to abstracting and repackaging. Indicates the services of the Federal Clearinghouse, Science Information Exchange (SIE), and National Referral Center (NRC).

Part IIL. An Introduction to Typical Information Services for Information Professionals.

Reviews the same material as Part IIS from the viewpoint of the librarian/information scientist. Should be particularly helpful when incorporated in library or information science curricula.

Available from Battelle Memorial Institute, The Communications Media Research Group, 505 King Avenue, Columbus, Oh. 43201.

- 291 Perception II (30 min., 16mm, black & white)

A discussion of generally accepted statements concerning the process of perception.

Available from Wayne State University, Systems Distribution and Utilization Dept., 5448 Cass Avenue, Detroit, Mi. 48202.

- 292 Perception: Structure or Flow (15 min., 16mm, color, 1971)

Explores through visual and audio images what is meant by perception--what we see, what we mean, what we understand. Time, space, language, and order are all perceived in relative terms. (National Film Board of Canada)

Available from Audio-Visual Services, Kent State University, Kent, Oh. 44242.

- 293 Perception and Communication (32 min., 16mm, black & white, 1967)

Shows in a series of concrete examples how human perceptions affect the communication process and the individual's concept of reality. Two major theories of perception--the cognitive and the transactional--are introduced, each being illustrated in varying degrees by the following sequences: perception in the pre-school child and the blind child, contrasting theories of perception by psychologists James Gibson and Hadley Cantril, perception in relation to training in industry, perception and Peace Corps training, and perception and the Headstart Program. Comments by Kenneth Norberg of Sacramento State College relate these aspects of perception to the classroom. (Ohio State University)

Available from University of Michigan, Audio-Visual Education Center, 416 Fourth Street, Ann Arbor, Mi. 48103.

- 294 Person to Person Communication (14 min., 16mm, black & white, 1956)

Emphasizes listening with understanding. Shows that false assumptions, pre-conceived viewpoints and exaggerated personal feelings can lead to misunderstandings in normal conversation. (McMurry-Gold Production)

Available from University of Southern California, Film Distribution Center, Division of Cinema, University Park, Los Angeles, Ca. 90007.

- 295-303 Philosophy Year Addresses and Responses (each is 120 min., videotape, 1968)

A series of presentations by prominent scholars who participated in the International Philosophy Year conference held at the State University College at Brockport, State University of New York (SUNY), 1967-68.

- 296 V-6806-003 The Philosophy of Practice

Address by Prof. Charles Frankel, Columbia University. Response by Prof. Walter Kaufmann, Princeton University.

- 297 V-6806-004 The Philosophy of Science

Address: "Issues in the Logic of Reductive Explanations," by Prof. Ernest Nagel, Columbia University. Response by Prof. Richard Schlegel, Michigan State University.

- 298 V-6806-005 The Philosophy of Ethics

Address by Visiting Prof. Milton Munster, State University College at Brockport, SUNY. Response by Anthony Quinton, University Lecturer, Oxford University.

- 299 V-6806-006 The Philosophy of Mind

Address: "Some Problems About Thinking," by Prof. Gilbert Ryle, Oxford University. Response by Prof. Stuart Hampshire, Princeton University.

- 300 V-6806-009 The Philosophy of Logic and Language
Address: "Philosophical Progress in Language Theory," by Prof. W.O. Quine, Harvard University. Response by Prof. Max Black, Cornell University.
- 301 V-6806-012 The Philosophy of Social Science
Address: "Kelsen's Doctrine of the Unity of Law," by Prof. H.L.A. Hart, Oxford University. Response by Prof. R.M. Dworkin, Yale University.
- 302 V-6806-013 The Philosophy of Communications and the Arts
Address: "Philosophy of Communications and the Arts," by Prof. Richard McKeon, University of Chicago. Response by Dr. Kenneth Burke, Visiting Professor, Harvard University.
- 303 V-6806-014 The Philosophy of Human Rights
Address: "Reflections on Human Rights," by Prof. Sidney Hook, New York University.
- 295-303 available from State University of New York, Educational Recordings Library, Thurlow Terrace, Albany, N.Y. 12201.
- 304-310 Philosophy Year Seminars
(each is 120 min., videotape, 1968)
- 304 V-6812-003 Philosophy of Practice
Guest: Charles Frankel, Prof. of Philosophy, Columbia University. Moderator: Walter Kaufmann, Prof. of Philosophy, Princeton University.
- 305 V-6812-004 Philosophy of Sciences
Guest: Ernest Nagel, Prof. of Philosophy, Columbia University. Moderator: Richard Schlegel, Prof. of Physics, Michigan State University.
- 306 V-6812-005 Ethics
Guest: Anthony Quinton, Reader in Philosophy, Oxford University. Moderator: Milton Munitz, Visiting Prof. of Philosophy, State University College at Brockport.
- 307 V-6812-006 Philosophy of Mind
Guest: Gilbert Ryle, Prof. of Metaphysical Philosophy, Oxford University. Moderator: Stuart Hampshire, Prof. of Philosophy, Princeton University.
- 308 V-6812-010 Philosophy of Social Science
Guest: R.M. Kworkin, Prof. of Law, Yale University. Moderator: Graham Hughes, Prof. of Law, New York University School of Law.
- 309 V-6812-011 Philosophy of Communications and the Arts
Guest: Richard McKeon, Prof. of Philosophy and Greek, University of Chicago. Moderator: Kenneth Burke, Visiting Prof. of Philosophy, Harvard University.
- 310 V-6812-012 Philosophy of Human Rights
Guest: Sidney Hook, Prof. of Philosophy, New York University. Moderator: Prof. Raymond Aron, University of Paris.
- 304-310 available from State University of New York, Educational Recordings Library, Thurlow Terrace, Albany, N.Y. 12201.
- 311 Piaget's Developmental Theory: Classification (17 min., 16mm, color, 1966)
Illustrates the development theory of Jean Piaget using a study of the intellectual development of children and a description of the processes that characterize a child's thinking at successive stages of development. Shows children responding to tasks that highlight different mental operations essential to classification. (Davidson Films)
Available from New York University Film Library, 26 Washington Place, New York, N.Y. 10003.
- 312 Pictographs (10 min., 16mm, color, 1956)
The development of man's early efforts at written communication

through picture writing and idea signs is discussed. (University of Southern California).

Available from University of Southern California, Division of Cinema, Film Distribution Section, University Park, Los Angeles, Ca. 90007.

313 Postal Source Data System (18 min., 16mm, color)

The operational story of the U.S. Post Office system for on-line collection of data. Nationwide coverage of post offices, with transmission of operational data via four tele-concentrators to either of two processing centers. Covers importance of this system to national operations of the Post Office Department. (U.S. Post Office Department)

Available from National Audiovisual Center, National Archives and Records Service, (GSA), Washington, D.C. 20409.

314 Power of Paper, The (27 min., 16mm, color)

Released by a leading paper manufacturer, the film shows how the development of papermaking contributed toward the communications process, community life, and world history. (P.H. Glatfelter Company)

Available from P.H. Glatfelter Company, Film Library, Department of Creativision, Inc., 295 West Fourth Street, New York, N.Y. 10014.

315 Principles of Paperwork Management (13 min., 16mm, color, 1960)

Describes the qualities of efficient, effective letter writing and suggests ways of obtaining these qualities. (U.S. Navy)

Available from National Audiovisual Center, National Archives and Records Service, General Services Administration, Washington, D.C. 20409.

316 Principles of Paperwork Management-- Better Correspondence Practices (11 min., 16mm, color, 1960)

Describes nine ways of saving time and money in correspondence management. (U.S. Navy)

Available from National Audiovisual Center, National Archives and Records Service, General Services Administration, Washington, D.C. 20409.

317 Principles of Paperwork Management-- Managing Your Forms (17 min., 16mm, color, 1960)

Describes the efficient design and use of Navy forms and shows common errors. Outlines the procedure for obtaining well-designed forms. (U.S. Navy)

Available from National Audiovisual Center, National Archives and Records Service, General Services Administration, Washington, D.C. 20409.

318 Principles of Paperwork Management-- Managing Your Reports (11 min., 16mm, color, 1961)

Describes common deficiencies which occur in reports and in reporting procedures. Describes areas of possible improvements such as quality of content, frequency and timing, preparation procedures, and cost. (U.S. Navy)

Available from National Audiovisual Center, National Archives and Records Service, General Services Administration, Washington, D.C. 20409.

319 Principles of Paperwork Management-- Moving the Mail (14 min., 16mm, color, 1960)

Discusses the administrative and supervisory problem of moving mail quickly and economically, shows fifteen ways of improving mail movements. (U.S. Navy)

Available from National Audiovisual Center, National Archives and Records Service, General Services Administration, Washington, D.C. 20409.

320 Principles of Paperwork Management-- Records Disposal (15 min., 16mm, color, 1961)

Discusses the records disposal problem and suggests ways of solving it. Describes office management techniques for obtaining efficient use of storage space and providing for the correct disposal of records. Introduces and briefly describes relevant Navy manuals. (U.S. Navy)

Available from National Audiovisual Center, National Archives and Records Service, General Services Administration, Washington, D.C. 20409.

321 Printing (10 min., 16mm, color, 1956)

Traces the development of wood block printing and printing from movable types. (The Milestones In Writing Series)

Available from University of Southern California, Film Distribution Center, Division of Cinema, University Park, Los Angeles, Ca. 90007.

322 Printing (Filmstrip, phonotape: 1 cassette, 45 fr., 6 min., 35mm, color, 1974)

Shows how modern technology has affected the craft of handmade printing. (Yesterdays' Crafts Today)

Available from Eye Gate House, 146-01 Archer Ave., Jamaica, N.Y. 11435.

323 Printing Card Punch (15 min., 16mm, color, 1968)

Follows a card through the entire process of recording data on the key punch machine. Indicates the design, purpose and function of the keyboard, its keys, switches and other manipulative parts. Describes the hopper, stacker, feeding station and reading station. Demonstrates card duplication and shows how data can be printed as the card is punched. (Sterling Educational Films)

Available from Sterling Educational Films, 241 E. 34th St., New York, N.Y. 10016.

324 Printing Through the Ages (13 min., 16mm, black & white, 1950)

Traces the evolution of printing from its origin to the complex presses of today. Shows early methods of reproducing pictures by means of carved wood blocks and depicts gradual transition from printing of pictures to printing of letters. Included are sequences illustrating Gutenberg's modern type face and improvements in paper on which to print. Suggests the impact of the Industrial Revolution on printing and concludes with scenes of modern book and newspaper presses in action. (Encyclopaedia Britannica Films)

Available from University of California Extension Media Center, Berkeley, Ca. 94720.

325 Privacy: Reexamining a Basic Right (Filmstrip, 159 fr., 31 min., 35mm, color, 1975)

Discusses the conflict which arises between the need for personal liberty and the need for efficiency in police, government, and business operations, considering the impact of modern technology on attempts to define and safeguard privacy. (Guidance Associates)

Available from Guidance Associates, P.O. Box 5, Pleasantville, N.Y. 10570.

326 Privilege of Privacy, The (29 min., 16mm, color)

Deals with citizens' constitutional rights, the effects of overpopulation on privacy, the concept of responsibilities to rights. (ABC News and the New York State Education Department)

Available from Xerox Films, 245 Long Hill Road, Middletown, Ct. 06457.

327 Probability (12 min., 16mm, color, 1966)

Presents the basic concept of probability. Shows how to develop formulas for calculating the measure of the probability of an event.

(McGraw-Hill Textfilms)

Available from University of Southern California, Film Distribution Center, Division of Cinema, University Park, Los Angeles, Ca. 90007.

328 Process of Communication, The (46 min., 16mm, black & white, 1966)

Explores the process of communication beginning with an animated theoretical model, followed by sequences which progressively elaborate and illuminate the theory through illustrations drawn from communications networks in military, industrial, research, and teaching settings. (Ohio State University Department of Photography for the Office of Education) (Communication Theory and the New Educational Media Series)

Available from National Audiovisual Center, National Archives and Records Service, General Services Administration, Washington, D.C. 20409.

329 Programming - How to Order a Computer Around (Sound filmstrip-record, 61 fr., 35mm, black & white, 1972)

Demonstrates the form in which the program is organized and written and shows how the program is fed into the computer and conveyed into a form it can use in its operations. Defines terms such as flow chart, compiling and debugging. (How Computers Work Series) (Encyclopaedia Britannica Educational Corp.)

Available from Encyclopaedia Britannica Educational Corp., 425 N. Michigan Ave., Chicago, Il. 60611.

330 Publisher Is Known by the Company He Keeps (25 min., 16mm, black & white, 1962)

The publisher, Alfred A. Knopf, took home-movies over the last 30 years of authors whose work his firm published. Included in the amusing and sometimes intimate glimpses are Joseph Hergesheimer, Thomas Mann, George Jean Nathan, Oswald Spengler,

H.L. Mencken, Max Beerbohm, Willa Cather, Maurice Baring, Sigred Undset, Walter De la Mare, Rebecca West, Logan Glendening, Kahlil Gibran, Elinor

Wyllie, Carl Van Vechten, Warwick Deeping, Emma Goldman, Witter Brynner, and Ernest Newman. This film is particularly fascinating to a person who is familiar with the writings of these authors and enjoys a peek at them during their informal moments. (DeRochemont)

Available from CCM Films, Inc., 886 3rd Avenue, New York, N.Y. 10022.

331-345 Programming in FORTRAN IV (420 min., kinescopes, black & white)

A computer programming course consisting of fourteen kinescoped lectures by W.T. Mara, Supervisor of Teacher Education, Department of Education, University of California, Davis. Each lecture can be rented separately. The lectures were produced by the Department of Educational Television in cooperation with the Computer Center, University of California, Davis.

332 Lecture 1 (30 min.)

Introduction to computers. Physical and logical organization of computing systems. FORTRAN as a language and a processor.

333 Lecture 2 (30 min.)

Elements of the FORTRAN language: constants, variables, operation and grouping symbols, expressions, and arithmetic statements.

334 Lecture 3 (30 min.)

Writing a FORTRAN program. Input-output statements: READ, WRITE, FORMAT, F-specifications, STOP, END statements.

335 Lecture 4 (30 min.)

Extending input-output capabilities. E-, I-, X-specifications. Unconditional transfer of control: GO TO n.

- 336 Lecture 5 (30 min.)
Flow charting: Symbols and application. Logical operators. Conditional transfer of control: Logical IF statement. Data control cards.
- 337 Lecture 6 (30 min.)
Manipulating alphabetic information: H- and A-specifications, printer carriage control.
- 338 Lecture 7 (30 min.)
Looping procedures: DO statement.
- 339 Lecture 8 (30 min.)
Subscripted variables, one-dimensional arrays. Input-output list loops. FORTRAN name convention. Integer arithmetic.
- 340 Lecture 9 (30 min.)
Higher dimensional arrays. Nested DO loops. Use of slash in FORMAT statement.
- 341 Lecture 10 (30 min.)
Functions: Library, arithmetic statement, FUNCTION subprogram. RETURN statement.
- 342 Lecture 11 (30 min.)
Subprograms: SUBROUTINE. Computed GO TO.
- 343 Lecture 12 (30 min.)
Subprogram: EXTERNAL DATA statement. Scale factors.
- 344 Lecture 13 (30 min.)
Logical variables and functions. Utilizing tape units. Input-output in internal representation. Subprograms: COMMON statement.
- 345 Lecture 14 (30 min.)
Segmenting programs. Arithmetic IF statement. Summary.

331-345 available from University of California Extension Media Center, Berkeley, California 94720.

- 346 Public Relations (20 min., videocassette, 1976)
Part of a series of videocassettes on library service in small communities. (Access) (U.S. Office of Education) Available from National Audiovisual Center, National Archives and Records Service (GSA), Washington, D.C. 20409.
- 347 Punched Card (Filmstrip, 65 fr., 12 min., 35mm, color, 1972)
Describes the punched card and how it is used as the input medium with the unit record system. (South-Western Pub. Co.) Available from South-Western Pub. Co., 5101 Madison Rd., Cincinnati, Oh. 45227.
- 348 Putting Scientific Information to Work (36 min., 16mm, color, 1974)
A presentation of the services and products of the Institute for Scientific Information. The film covers the CURRENT CONTENTS journals, INDEX CHIMICUS, SCIENCE CITATION INDEX, and ASCA, the ISI selective dissemination of information service. Included is an explanation and example of how citation indexing can help retrieve information often not found by conventional subject searching. (Institute for Scientific Information)
Available from Institute for Scientific Information, 325 Chestnut Street, Philadelphia, Pa. 19106.
- 349 Question Tree, The (13 min., 16mm, color, 1961)
Traces the ancestry of present technological achievements back to questions asked many centuries ago. Visualizes some present avenues of exploration into basic areas of the unknown, and points up the inter-relationship of seemingly diverse lines of inquiry. Shows how intelligent questioning leads to scientific discovery. Includes sequences on cryogenics and language translation. (IBM)

Available from IBM Motion Picture Library, Modern Talking Picture Service, 1212 Avenue of the Americas, New York, N.Y. 10036.

- 350 R. Buckminster Fuller -- Prospects for Humanity (30 min., 16mm, black & white, 1967)

Presents excerpts from speeches by R. Buckminster Fuller during which Dr. Fuller predicts the unification of mankind as a result of technology derived from space exploration, computer applications and systems analysis. (Spectrum Series) (NET Film Service)

Available from Indiana University, Audiovisual Center, Bloomington, In. 47401.

- 351 Reactive Displays (6 min., 16mm, color)

A description of the General Motors Research Laboratory computer which processes pictures instead of digits. Provides designers flexibility in manipulating shapes and forms on a readout screen to determine the best possible dimensions for a part. With an electronic stylus, the designer can input an idea and can alter or modify the profile on demand. The application represents a blending of human skill and judgment with computer precision for product design. (General Motors Corporation)

Available from General Motors Corporation, Public Relations Staff, Film Library, General Motors Building, Detroit, Mi. 47202.

- 352 Reaching Your Reader (17 min., 16mm, color, 1971)

Demonstrates methods the writer can use to reach the minds and emotions of the intended audience. Explains how to create a sense of immediacy that enables the reader to participate in the events the writer relates. (Effective and Creative Writing Series) (Centron Educational Films)

Available from University of Southern California, Film Distribution Center, Division of Cinema, University Park, Los Angeles, Ca. 90007.

- 353 Real Time Teletype (19 min., 16mm)

Describes the use by Chrysler Corporation of a GE Datanet 30 System as a communications processor in worldwide data communications. The system serves as a message switching center, replacing a tape system. (General Electric Company)

Available from Honeywell Information Systems, Inc., Marketing-Education Department, Mail Drop F-315, 13430 N. Black Canyon Hwy., Phoenix, Az. 85029.

- 354 Reference -- More Than an Answer (10 min., 16mm or videotape cassette)

An experimental film of short typical reference situations designed to stimulate discussion on: importance of interpersonal relations; conflicting verbal and non-verbal messages; value of privacy in conducting the interview; priority of personal versus telephone inquiry; librarian attitudes; open and closed questions; total reference service. (Library Council of Metropolitan Milwaukee)

Available from Library Council of Metropolitan Milwaukee, 814 West Wisconsin Avenue, Milwaukee, Wi. 53233.

- 355 Regional Systems Center (12 min., 16mm, color)

A visual tour of NCR's first regional systems center in Hartford, Connecticut. The film describes the functions of the center and shows the various NCR data processing systems in use there. (NCR)

Available from NCR, Audio Visual Services, Marketing Education and Publications, Dayton, Oh. 45409.

- 356 Relating Sets to Numbers (11 min., 16mm, color)

The narrator derives the concept of rational numbers, leading step-by-step to the idea of number. Primitive, ancient, and relatively modern forms of numerals are reviewed. Groundwork is laid for further investigation of numbers and numeration systems. (General Electric Company)

Available from General Electric Educational Films, 60 Washington Avenue, Schenectady, N.Y. 12305.

357-358 Reports to the Pharmacist

A series of videotapes designed to make pharmacists aware of some of the latest developments in their field.

357 V-6809-003 Drug Information (30 min., videotape, 1968)

Examines present and projected sources of drug information, stressing the importance of current literature to the participating pharmacists. Provides a description of The Drug Information Center as an example of a modern information storage and retrieval system.

358 V-6809-005 The Poison Control Center (30 min., videotape, 1968)

An explanation of the functions of the Poison Control Center as a source of information and treatment along with a discussion of the pharmacist's role in its utilization.

357-358 available from State University of New York, Educational Recordings Library, Thurlow Terrace, Albany, N.Y. 12201.

359 Reproducer, The (29 min., 16mm, black & white, 1971)

Demonstrates the reproducing, gang-punching, comparing, and mark-sensed punching capabilities of the reproducer. Reviews summary punching and end-printing capabilities. (The Wiley Punched Card Processing Film Series)

Available from John Wiley & Sons, Inc., 605 Third Avenue, New York, N.Y. 10016.

360 Resource Center (Slide set, 80 slides, color, 1970)

A teacher-training presentation showing the physical set-up of a resource center and the role it plays in modern education. Deals with technical design considerations, personnel, storage cataloging, and selection of equipment and media. (National Film Board of Canada)

Available from Donars Productions, 407 Lincoln Ave., Loveland, Co. 80537.

361 Response To The Challenge (18 min., 16mm, color)

Story of the design and development of the NCR 400 Electronic Accounting Machine. Film discusses features of the system including external tape programming, magnetic ledger cards and magnetic disc memory. (National Cash Register Co.)

Available from National Cash Register Co., Audiovisual Services, Marketing Education and Publications, Dayton, Oh. 45409.

362 Right of Privacy (59 min., 16mm, black & white, 1968)

Designed as a warning of the dangers inherent in a proposed National Data Center which would store data derived from birth certificates, school records, job applications, security checks, personality inventories, income tax and real estate records, credit investigations, military files, hospital and medical records, etc. Interviews with public officials and Congressmen who stress the need to protect the privacy of individuals and the need to distinguish between fact and opinion. (NET Film Service)

Available from University of California, Extension Media Center, Berkeley, Ca. 94720.

363 Right to Know, The (17 min., 16mm, color, 1973)

Examines the history of the basic democratic principles of the people's right to know. Describes the personal and institutional obstacles to full freedom of information, and warns that democracy ceases to function unless citizens have access to information. (Gilbert Altschul Productions)

Available from Journal Films, 909 West Diversey Parkway, Chicago, Il. 60614.

364 Roadblocks to Communication (30 min., black & white, 1963)

Examines some of the reasons for poor communication in group discussions and lecture presentations. Why do people misunderstand a message that seems perfectly clear? Why is it difficult for some people to listen? What can

be done to develop better communication in a group? Professor Knowles explains a watchdog panel, a reaction panel, and an audience panel. (Dynamics of Leadership Series) (WGBH-TV)

Available from University at Albany, University Film Service, 1400 Washington Avenue, Albany, N.Y. 12222.

- 365 Robotics: Isaac Asimov's (Clank! Clank!) Artificial Man (16mm, 1973)

Mechanical men of sci.-fi. are becoming fact. Meet three laboratory robots: Hardiman, Quadruped, and Ultimate. (Document Associates)

Available from Document Associates, Inc., 880 Third Avenue, New York, N.Y. 10022.

- 366 Robots Get Smarter (29 min., 16mm, color, 1970)

Demonstrates three different experimental robots developed at the Stanford Research Institute. Shows Versatran, a robot who uses hand tools in environments dangerous to humans; Butterfinger, a robot who has an arm, an eye, a brain, and limited coordination; and Shakey, who has the added feature of mobility. Presents arguments supporting uses of machines and robots for industrial tasks.

Available from Indiana University, Audio-Visual Center, Bloomington, In. 47401.

- 367 Role of the Librarian in Media, The (Filmstrip with record/cassette, 148 fr., 35mm, 1975)

Describes the role of the library media specialist in terms of facilities, personnel, selection, organization and services. (Miller-Brody Productions, Inc.)

Available from Miller-Brody Productions, Inc., 324 Madison Ave., New York, N.Y. 10017.

- 368 RX: Information (13 min., 16mm, color, 1974)

A composite representation of the "perfect"; full-service health and medical sciences library, complete with video-cassette players, wet carrels, LATCH and

MEDLINE, and librarians who know enough about medicine and their patrons' need to be able to serve users and patients effectively. (Medical Library Association)

Available from Medical Library Association, 919 North Michigan Avenue, Chicago, Il. 60611.

- 369 Sampling and Estimation Inferential Statistics: Part I (19 min., 16mm or videocassette, color, 1976)

Presents an introduction to the concepts of population and sample, random sampling and sample bias, point estimation and confidence intervals. Emphasis is placed on understanding the concepts that underlie statistics, rather than on computation or formal procedures.

Available from The Media Guild, Box 881, Solana Beach, Ca. 92075.

- 370 School Instructional Media Center (Filmstrip with recorded script, 80 fr., 14 min., color, 1967)

Describes the facilities, materials, and personnel that would be needed in an Instructional Media Center located in schools. (Utah State Board of Education)

Available from Instructional Media Division, 1400 University Club Building, 136 East South Temple, Salt Lake City, Ut. 84111.

- 371 Searching the BALLOTS File (Tape, cassette or reel-to-reel, 48 min., color, 1977)

First of a series of videotapes for use in training staff to use the BALLOTS system. (Stanford University)

Available from BALLOTS Center, Stanford University, Stanford, Ca. 94350.

372. Selective Dissemination of Information (5 min., 16mm)

Describes the operation of the Selective Dissemination of Information system currently in use in the IBM Advanced Systems Development Division at the Mohansic Laboratory. (IBM)

Available from IBM Motion Picture Library, Modern Talking Picture Service, 1212 Avenue of the Americas, New York, N.Y. 10036.

- 373 Sensory World, The (33 min., 16mm, color, 1971)

An animated film which shows a voyage through the human body to demonstrate the operation of the senses. Includes experiments showing sensory phenomena and confusion. (The Psychology Today Films Series) (CRM Educational Films)

Available from University of Southern California, Film Distribution Center, Division of Cinema, University Park, Los Angeles, Ca. 90007.

- 374 Sets, Numbers and Numerals (29 min., 16mm, color, 1963)

Introduces set theory and distinguishes between number and numeral. Explains how set theory can help in understanding the decimal system of numeration. (Greater Cleveland Mathematics Series No. 2) (Science Research Associates)

Available from University of Southern California, Film Distribution Center, Division of Cinema, University Park, Los Angeles, Ca. 90007.

- 375 Seven Authors in Search of a Reader (21 min., 16mm, black & white, 1965)

An avant-garde presentation of the relationship of an author to his public. The settings often resemble the paintings of Seurat and other impressionists. After the withdrawal of the public and the authors into their separate retreats, books finally become a reality to readers. This film is an award-winning Dutch production. (McGraw-Hill)

Available from Contemporary/McGraw-Hill, 1121 Avenue of the Americas, New York, N.Y. 10020.

- 376 Short-Term Visual Memory (18 min., 16mm, black & white, 1961)

Illustrates an experiment in visual perception which was conducted in the Visual and Acoustical Research Department of Bell Laboratories. Doctors E. Averbach and A.S. Coriell, the scientists on the project, demonstrate the existence in the seeing mechanism of a temporary information

storage which is used in the handling of visual information. The film provides an opportunity to participate in the experiment by having the viewer test his own visual memory of images flashed on the screen. (New York Telephone Company)

Available from New York Telephone Company Film Library, Sterling Movies, Inc., 43 West 61st Street, New York, N.Y. 10023, or local New York Telephone business offices.

- 377 Sign-on/Sign-off (23 min., 16mm, color, 1967)

Examines computer-assisted instruction. Explains the social changes and technological advances that have made computer instruction possible. Appraises the efficiency of computer-assisted instruction in comparison with the classroom teacher and cites the computer's ability to individualize instruction for the student.

Available from Indiana University, Audio-Visual Center, Bloomington, In. 47401.

- 378 640-200 Printer, The (11 min., 16mm, color)

A visual description of the hardware features of the fastest printer available in the computer industry. (National Cash Register Co.)

Available from National Cash Register Co., Audiovisual Services, Marketing Education and Publications, Dayton, Oh. 45409.

- 379 Small World of Mr. John J. Pennyfeather, The (44 min., 16mm, color, 1959)

Portrays a concept of communication. Has for its objective the changing of perception and viewpoint. (Employers Insurance of Wausau)

Available from University of Southern California, Film Distribution Center, Division of Cinema, University Park, Los Angeles, Ca. 90007.

- 380 SOLINET Terminal Training Manual (Workbook and audiotape, 5 cassettes, 1976)

Provides instructions in use of the OCLC 100 terminal (Kenneth A. Thomas)

Available from Southeastern Library Network, 615 Peachtree St., N.W., Suite 820, Atlanta, Ga. 30308.

381 Solving the Paper Caper (9 min., 16mm, color)

Shows how a variety of microfilm techniques can be used to store and retrieve information. (Eastman Kodak Company)

Available from Eastman Kodak Company, Information Films Division, 343 State Street, Rochester, N.Y. 14650.

382 Sorter, The (35 min., 16mm, black & white, 1971)

Reviews the functional components and operating features of the sorter. Demonstrates numeric sorting and explains the differences between numeric and alphabetic sorting.

(The Wiley Punched Card Processing Film Series)

Available from John Wiley & Sons, Inc., 605 Third Avenue, New York, N.Y. 10016.

383. SPIRES/BALLOTS Report, No. 7789 (16 min., 16mm, color, 1970)

Describes the problems of information retrieval in a graphically humorous way, and reports on two Stanford University research projects -- SPIRES (Stanford Public Information Retrieval System) and BALLOTS (Bibliographic Automation of Large Libraries using a Time-sharing System). One of the early David B. Jones films, an interesting part of cinema history.

Available from University of California Extension Media Center, 2223 Fulton Avenue, Berkeley, Ca. 94704.

384 Standardization (19 min., 16mm, black & white)

Explains the basic concepts and benefits of standards and the

standardization process. Sets forth broad principles for an effective approach to standardization problems, whether local or international in scope. (Order No. MN 8084)

Available from National Audiovisual Center, National Archives and Records Service (GSA), Washington, D.C. 20409.

385 Statistics at a Glance (28 min., 16mm or videocassette, color, 1976)

Introduces the elementary principles of descriptive statistics, showing the reasons for learning: frequency distributions (including normal and skewed distributions), measures of central tendency (with explanations of mode, median and mean), variability (including standard deviation), and correlation.

Available from The Media Guild, Box 881, Solana Beach, Ca. 92075.

386 Storage Area, The (5 min., 16mm, sound, color, 1974)

Examines the problems which can sometimes be found in computerized storage systems, using the example of a computerized inventory control system. (Using the Computer at a Management Tool Series) (American Management Assn., Inc.)

Available from American Management Assn., Inc., 135 W. 50th St., New York, N.Y. 10020.

387 Story of Printing, The (40 min., 16mm)

A pictorial record of letterpress printing. Begins with the earliest block printing and traces its development into the great industry of today. (British Information Services)

Available from New York University Film Library, 26 Washington Place, New York, N.Y. 10003.

388 Story of Printing, The (Filmstrip with captions, 37 fr., 35mm, color, 1969)

Examines the extension of written communications through the invention

of the printing press. Shows how the printing press was invented and perfected into the high-speed press of today. Describes the various types of presses and color separation process which makes possible the printing of colored pictures. (Communication-Stone Age to Space Age Series) (Universal Education and Visual Arts)

Available from Universal Education and Visual Arts, 100 Universal City Plaza, Universal City, Ca. 91608.

389 Story of the Century (25 min., 16mm, color)

A colorful look at an NCR recent computer system. Describes the features of the system--from manufacture to software--and also shows its peripherals and applications. (NCR Film Guide) (NCR)

Available from NCR, Audio Visual Services, Marketing Education and Publications, Dayton, Oh. 45409.

390 Story with No End (29 min., 16mm, color)

Presents a tour of modern medical research library. Includes closeups of experiments and illustrates methods and techniques used by research scientists. (Produced for Parke, Davis, & Co.)

Available from Parke, Davis & Company, 2800 Plymouth Road, Ann Arbor, Mi. 48105.

390A Systems Analysis for Programmers (35 hrs., 12 audio cassettes and workbook)

A course comprised of audio cassettes and a 150 page workbook representing a blend of recorded instructions, individual study materials, work problems, and fill-in charts. (Advanced Management Research)

Available from AMR International Inc., 280 Park Avenue, New York, N.Y. 10017.

391 Studies in Interviewing-A Series (16mm, 1965)

Demonstrates in four different versions of two different interview situations how interviewers' skills and attitudes affect the interviewee and determine the success of the interview. Designed specifically for training social workers, but useful in many fields that require effective interviewing. Sponsored by the California State Department of Social Welfare. To be used with guides supplied with films. (University of Southern California)

Available from University of Southern California, Film Distribution Center, Division of Cinema, University Park, Los Angeles, Ca. 90007.

392 Systems Analysis and Computer Programming (8 min., 16mm, color, 1974)

Three data-processing professionals present their views on how computer systems are initiated and designed, how system specifications are translated into computer language, and how such tasks mesh in the overall processing of data into information. (Using the Computer as a Management Tool) (American Management Association)

Available from American Management Association, 135 West 50th St., New York, N.Y. 10023.

393 Talking Ourselves into Trouble (29 min., 16mm, black & white)

Discusses general semantics. Develops the idea that one's language determines the limits of one's world. Illustrates the way in which undifferentiated reactions to words lead to a communications deadlock. (KQED) (Language in Action Series)

Available from Indiana University, Audiovisual Center, Bloomington, In. 47041.

394 Technicians in Our Changing World (14 min., 16mm, color, and black & white, 1965)

Explains the impact of recent advances in science and automation. Points out the work of technicians in industry, business, and medicine. Underscores

the growing need for competent people and describes the educational and attitudinal requirements. (Stanton Films)

Available from Stanton Films,
7934 Santa Monica Boulevard, Los Angeles, Ca. 90046.

395 Technology Utilization (30 min., 16mm, color, 1970)

Describes how private firms have made practical use of NASA-developed technology including the technical, information retrieval services made available through NASA's technology utilization program. (National Aeronautics and Space Administration)

Available from National Audio Visual Center, National Archives and Records Service, Washington, D.C. 20409.

396 Televisionland (12 min., 16mm, color)

The birth and progress of the medium presented with wit and humor in this twenty year review. Overview includes entertainment, news, and commercials. Whether looked upon as a source of information and entertainment, or as mass pacification, television is seen as having a profound effect on society. (Pyramid Films, Inc.)

Available from University of Michigan, Audio-Visual Education Center, 416 Fourth Street, Ann Arbor, Mi. 48103.

397 Then and Now (12 min., 16mm, color, 1961)

An account of the development of ENIAC, the first electronic computer, by J. Presper Eckert and Dr. John W. Mauchly, co-inventors of the system. Following their account of ENIAC, Mr. Eckert and Dr. Mauchly discuss their interests and activities. (Sperry Rand Corporation)

Available from Sperry Rand Corporation, UNIVAC Division, Film Library, P.O. Box 500, Blue Bell, Pa. 19422.

398 Thermography (30 min., 16mm, color, kinescope, 1970)

Principles and demonstrations of infra-red photography which records pictures of the "heat" emitted by all objects; infrared imaging equipment includes real-time camera and color scanner. (Interface series, No. 7715)

Available from University of California Extension Media Center, Berkeley, Ca. 94720.

399 3100, The (12 min., 16mm, color, 1973)

Features a him/her story line and upbeat sound track while highlighting the features and benefits of the Xerox 3100. (Xerox Films)

Available from Xerox Corporation Audio-Visual Services, Xerox Square, Rochester, N.Y. 14644.

400 Thinking in Sets (11 min., 16mm, color)

Several basic concepts in modern mathematics are established -- characteristic sets, unit sets, infinite sets. Four ways in which sets can be related are then described. Number relations and space relations are shown visually. (General Electric Company)

Available from General Electric Educational Films, 60 Washington Avenue, Schenectady, N.Y. 12305.

401 "Thinking" Machines (19 min., 16mm, color, 1960)

How close to thinking do modern machines come? The film explores this question by showing demonstrations of some machine developments and then by comparing and contrasting these with the performance of the human brain. Mathematician Claude E. Shannon of M.I.T. demonstrates his artificial mouse. (Horizons of Science Series) (Educational Testing Service)

Available from University of Michigan, Audio-Visual Education Center, 416 Fourth Street, Ann Arbor, Mi. 48103.

402 This Business of Numbers (20 min., 16mm, color)

In animated coverage from caveman to present day, arithmetic is traced in story-telling fashion. Shows man's need of numbers for the purpose of counting, etc., to the use of numbers in modern data processing systems. (AVU. 4759) (Sperry Rand Corporation)

Available from Sperry Rand Corporation, UNIVAC Division, Film Library, P.O. Box 500, Blue Bell, Pa. 19422.

403. This is Marshall McLuhan: The Medium Is the Message (53 min., 16mm, color, 1967, Part I--27 min., Part II--26 min., 1968)

In presenting McLuhan's basic ideas, and reactions toward them, this film alternates between comments by McLuhan himself and a number of persons who agree or disagree with him. Presents exciting visual interpretations and representations of McLuhan's explosive ideas about the manner in which all media of communication shape and alter society, concentrating particularly in this film upon the new electronic media and instruments which are speeding up our lives, processing information and, most fundamentally, shaping our sensibilities. Produced by NBC News. (McGraw-Hill)

Available from State University Film Service, 1400 Washington Avenue, Albany, N.Y. 12203.

404. Time Sharing (30 min., 16mm, sound, black & white)

Describes the time sharing program system developed at System Development Corporation. (Data Processing Management Assn.)

Available from Data Processing Management Assn. Intl. Headquarters, 505 Busse Highway, Park Ridge, Il. 60068.

405. Time, Tempo, and Money (22 min., 16mm, color, 1966)

Introduces the UNIVAC 9000 Series of computers and describes their advances in high-speed memory and

integrated circuitry. Shows how 9000 System meets the needs of businesses and industry. The new line of UNIVAC 80-column punched-card equipment is also featured. (AVU 4880) (Sperry Rand Corporation)

Available from Sperry Rand Corporation, UNIVAC Division, Film Library, P.O. Box 500, Blue Bell, Pa. 19422.

406. Tomorrow (30 min., 16mm, black & white)

A film designed to make people think about and discuss the effects of automation on our society. The attitudes of both management and labor are expressed in an impartial atmosphere. A discussion in depth of the ethics involved in the problems of automation and effects on the people involved. (United Church of Christ)

Available from University of California Extension Media Center, 2223 Fulton Street, Berkeley, Ca. 94720.

407. Transactional Analysis (11 transparencies color, 1973)

Deals with the use of transactional analysis as a means of evaluating communication between people. (Lansford Publishing Company)

Available from Lansford Publishing Company, 2516 Lansford Avenue, San Jose, Ca. 95125.

408. Triumph of the Will (110 min., 16mm, black & white, 1934)

In 1933, Leni Riefenstahl, was commissioned by Joseph Goebbels to make a film about the Sixth Nazi Party Congress at Nuremberg in 1934. Seemingly an objective recording of an historical event, the film is a tour-de-force of montage--troops of Hitler youth at play and in reverence, ranks of laborers and parades of stormtroopers, close-ups of Hitler--all of which creates a mystical, primitive union between the dictator

and his followers that transforms the film into an ode to the Nazi unity of Germany. Forty years after its creation, this film remains one of the most terrifying propaganda film ever made. (Leni Riefenstahl; Phoenix Films)

Available from The University of Michigan, Audio-Visual Education Center, 416 Fourth Street, Ann Arbor, Mi. 48109.

409 Tutorial Film Series, The (Each film over 5 min., 16mm and Super 8mm cartridge, color)

409A Data Communications

409B Direct Access Storage and Retrieval Methods

409C Programming Estimation and Scheduling Techniques

409D Simulation Techniques

409E Computer Graphics and Display Techniques

409F On-Line Systems and Programming Techniques

409G Principles of Information Retrieval

409H Hardware Evaluation Methods

409I Time-Sharing Hardware and Software Structure

409J Multi-Programming/Processing Concepts

409A-409J available from Computer Methods Corporation, 866 Third Avenue, New York, N.Y. 10022.

410 T.V. News: Measure of the Medium (16 min., 16mm, color, 1972)

Television news is the major source of information for most people today. How much confidence can we have in it? Film provides a frame of reference for critical judgement of news-content, and affirms the needs to employ many sources of information to be well-informed. (Shana Corp.)

Available from BFA Educational Media, Division of CBS, Inc., 2211 Michigan Avenue, P.O. Box 1795, Santa Monica, Ca. 90409.

411 UNA and the UNIVAC (16 min., filmstrip, color, 1960)

A basic interpretation of data processing from punched cards through the "Babbage Analytical Engine" to today's computers. Shows how a computer handles a routine inventory problem. Cites broad uses of computers. (AVU 2103) (Sperry Rand Corporation)

Available from Sperry Rand Corporation, UNIVAC Division, Film Library, P.O. Box 500, Blue Bell, Pa. 19422.

412 Unitized Microfilm Systems (8 min., 16mm, color)

Introduces the systems concept in the storage and rapid reproduction of engineering drawings through combining microfilm, data-processing cards, and automatic Xerography. Demonstrates the use of the high-speed Xerox Copyflow 24C continuous printer. (Xerox Corporation)

Available from Xerox Corporation, Audiovisual Services, Xerox Square, Rochester, N.Y. 14644.

413 UNIVAC (28 min., 16mm, black & white)

A description of a UNIVAC computer and its component parts. (Sperry Rand Corporation)

Available from Wayne State University, Systems Distribution and Utilization Dept., 5448 Cass Avenue, Detroit, Mi. 48202.

414 Universal Machine (29 min., 16mm, black & white, 1962)

Explains that the computer is a "universal machine" because it is capable of doing whatever man is capable of instructing it to do. Comments on the incredible speeds at which the computer works and how decisions from a computer depend on the data and instructions put into the machine. Discusses the problem of a universal "machine language". (Computers and the Mind of Man Series)

(National Educational Television, Inc.)
Available from Indiana University,
Audiovisual Center, Bloomington, In.
47405.

- 415 Universe of Numbers (29 min., 16mm
black & white, 1962)

Provides a history of computer development from Blaise Pascal's calculator in the 17th century to ENIAC, the first electronic calculator. Explains how a computer solves a problem and how computers are programmed. (National Educational Television, Inc.)

Available from Indiana University,
Audiovisual Center, Bloomington, In.
47405.

- 416 Video Tape Editing (22 min., 16mm,
sound, color, 1969)

Uses film and animation to illustrate how a video tape recording machine works. Discusses methods of editing video tape, including electronic editing. Shows the recording of a sequence which was unsatisfactory the first time, so that it can be cut into the original tape. (Television Training Film Series) (British Broadcasting Co.-T.V.)

Available from Time-Life Films,
Inc., 20 Pickman Pl., New York, N.Y.
10022.

- 416A Virtual Storage Concepts (4
videotapes, 2 1/2 hours each)

Describes the ways in which main storage has been used in the past and the disadvantages of former methods. A distinction is made between virtual storage as a logical entity and the virtual storage system which consists of hardware and software components. Three views of a virtual storage system are illustrated and situations in which each view is most appropriate are discussed. (Advanced Systems, Inc.)

Available from Advanced Systems, Inc.,
1601 Toune Road, Elk Grove Village, Il.
60007.

- 417 Visual Communications (180 color
slides)

The historical development of the graphic media in the United States is represented by examples from the 18th century through mid-20th century, via means of selected advertisements, cartoons, magazine covers, catalogs, record covers, posters, etc. A color slide survey of American graphic design. (Set No. 717)

Available from Sandak Inc., 4 East 48th
Street, New York, N.Y. 10017.

- 418 Visual Perception (19 min., 16mm,
color, 1959)

Dr. Hadley Cantril, former chairman of the Psychology Department and researcher at the Perception Demonstration Center, Princeton University, illustrates the effects of some of our assumptions on what we "see."

Available from Columbus and Southern
Ohio Electric Company, 215 North Front
Street, Columbus, Oh. 432115.

- 419 Vital Link, The (29 min., 16mm,
color, 1967)

Shows NASA's worldwide communication system and networks of stations that send commands to spacecraft, determine spacecraft position, and receive scientific data from them. Emphasizes the Apollo Tracking network. (HQa-174) (National Aeronautics and Space Administration)

Available from National Audiovisual
Center, National Archives and Records
Service (GSA), Washington, D.C. 20409.

- 420 VT-50 Concern for Human Understanding
(12 min., slides, sound)

Traces the development of a video terminal capable of diverse applications. The human element is emphasized, highlighting ease of operation, efficiency, and versatility. The design of the VT-50, its reliability and capabilities are discussed as primary features of the VT-50 and related DIGITAL video terminals. (Digital Equipment Corp.)

Available from Digital Equipment
Corporation, 146 Main Street, Maynard,
Ma. 01754.

- 421 What Every Manager Needs to Know About Information (50 min., 2 motion pictures, 16mm, color, 1972)

Part 1 presents the most common and difficult problems in introducing information systems, particularly computer use. Part 2 defines the information system and tells how to make it more effective. (Management Practice)

Available from BNA Films, 5615 Fishers Lane, Rockville, Md. 20852.

- 422 What Is a Computer? (19 min., 16mm, 1970)

Describes the development and uses of the computer from a unitary system, to the abacus, to the binary system. Diagrams the important components of a computer and uses a flow chart to give the functions of each component. Defines such terms as alphanumeric, program, and flow chart and describes how numbers are punched into cards, converted to pulses, and stored magnetically in computer memory. (Argo Record Co.)

Available from Indiana University, Audio-Visual Center, Bloomington, In. 47401.

- 423 What is Language? (29 min., 16mm, black & white)

Defines language as a series of self-contained systems. Shows that words have different meanings within linguistic systems. Illustrates linguistic sub-systems. ("Language in Action" Series) (National Educational TV, Inc.)

Available from Indiana University, Audiovisual Center, Bloomington, In. 47401.

- 424 What'll It Do for Me? (22 min., 16mm, color, 1970)

The question posed in the title of this film is answered by UNIVAC customers. Film stresses capability, versatility and performance of the UNIVAC 9000 Series. (AVU 4869) (Sperry Rand Corporation)

Available from Sperry Rand Corporation, UNIVAC Division, Film Library, P.O. Box 500, Blue Bell, Pa. 19422.

- 425 What's Happening to Television (60 min., 16mm, sound, color, 1966)

Presents a critical view of the program material which is being shown by commercial and educational T.V. Includes comments by network executives, news commentators, writers, the Nielson Company President and the FCC chairman. Discusses the viewer's responsibility. (At Issues Series) (National Educational Television, Inc.)

Available from Indiana University, Audio-Visual Center, Bloomington, In. 47401.

- 425A What's In It for Us? (10 min., 16mm, color, 1976)

Shows how library services in a community may be extended through the development of a cooperative system among libraries. (Document Associates, Inc.)

Available from Document Associates, Inc., 880 Third Ave., New York, N.Y. 10022.

- 426 Where is the Meaning? (29 min., 16mm, black & white, 1956)

Indicates that the meaning of words is formulated in the nervous system of the speaker and listener, not in the words themselves. Discusses conditions for meaningfulness. ("Language in Action" Series) (National Educational TV, Inc.)

Available from Indiana University, Audiovisual Center, Bloomington, In. 47401.

- 427 Why Communication Satellites? (12 min., Super 8mm cartridge, color and black & white, 1963)

Points out how communication satellites make it possible to send straight-line radio and television signals around the curve of the earth. Explains that some satellites can bounce signals back to earth, while others can strengthen and then rebroadcast the signals. (Bailey Film Associates)

Available from BFA Educational Media, 2211 Michigan Avenue, Santa Monica, Ca. 90404.

- 428 Word Processing (15 min., slides, sound)

An overview of the Digital Equipment Corporation's Word Processing family.

Covers from manager's viewpoint system features/benefits, communications, storage and retrieval, editing, and typical applications. (Digital Equipment Corporation)

Available from Digital Equipment Corporation, 146 Main Street, Maynard, Ma. 01754.

- 429 Word Processing Concept (11 min., 16mm, color, 1974)

Provides an overview of the modern office procedures. Introduces "word processing," featuring the Xerox 800 Electric Typing System. (Xerox Corp.)

Available from Xerox Corp. Audiovisual Services, Xerox Square, Rochester, N.Y. 14603.

- 430 Words the Their Meanings -- No. 4 (32 min., 16mm, black & white, 1962)

Demonstrates that words in one language do not cover the same areas of meanings as words in another. Scenes from a French class for English speakers show how words are taught in meaningful contexts and how the ranges of meanings of such words are developed by practice of appropriate expressions. (Teaching Films Custodians) (Modern Language Association of America)

Available from State University Film Service, 1400 Washington Avenue, Albany, N.Y. 12222.

- 431 Words, Media, and You: Mass Media - Servant or Master (Filmstrip, 70 fr., 11 min., 35mm, color, 1974)

Examines a variety of beliefs, values, and attitudes about the power and influence of the mass media. (Globe Filmstrips)

Available from Coronet Instructional Films, 65 East South Water (St.), Chicago, Ill. 60601.

- 432A-432C The World in Twenty Years

A series of audiotape exploring man's potential scientific progress by 1985, as projected by distinguished scholars and teachers.

- 432A A-32-002 Mass Communication in 1985 (15 min., audiotape, 1965)

- 432B A-32-003 Banishment of Paper Work (15 min., audiotape, 1965)

- 432C A-32018 Universal Literacy in the Age of Technology (15 min., audiotape, 1965)

432A-432C available from State University of New York, Educational Recordings Library, Thurlow Terrace, Albany, N.Y. 12201.

- 433 World of Real-Time, The (15 min., 16mm, color, 1969)

SITA, an organization dealing with interline communications for major airlines, KESKO, a shopping chain in Finland, and LOCKHEED, a manufacturer in Georgia, are seen as they utilize the various capabilities of UNIVAC real-time systems. (AVU 5018) (Sperry Rand Corporation)

Available from Sperry Rand Corporation, UNIVAC Division, Film Library, P.O. Box 500, Blue Bell, Pa. 19422.

- 434 World to Perceive, A (29 min., 16mm, black & white, 1963)

Demonstrates the role of perception in handling and processing information from the environment and the way in which our personalities affect our perception. Reviews the research of Dr. Herman Witkin of the State University of New York Medical Center, Dr. Eleanor Gibson of Cornell University, and Dr. Richard D. Walk of George Washington University. (Focus on Behavior Series -- No. 2) (National Educational TV, Inc.)

Available from State University Film Service, 1400 Washington Avenue, Albany, N.Y. 12222.

- 435 Xerox Announces the Next Ten Years (10 min., 16mm, color, 1971)

Features the Xerox 4000 and its ability to copy on both sides of paper and ability to produce high quality copies from half-tone and solid area originals. (Xerox Corp.)

Available from Xerox Corporation Audio-Visual Services, Xerox Square, Rochester, N.Y. 14644.

- 436 Xerox 4500 -- The Unpuzzler (6 min., 16mm, color, 1974)

Shows how the Xerox 4500 copier copies on both sides of a sheet of paper, sorts the output, and provides flexibility and high copy quality, helping to solve office paperwork communications.. (Xerox Corp.)

Available from Xerox Corporation Audio-Visual Services, Xerox Square, Rochester, N.Y. 14644.

- 437 Xerox 6500 Color Copier (8 min., 16mm, color, 1973)

Shows features and unique applications. (Xerox Corp.)

Available from Xerox Corporation Audio-Visual Services, Xerox Square, Rochester, N.Y. 14644.

- 438 Xerox 9200 Enticer and Positioning (17 min., 16mm and 35mm, color, 1974)

Presents a brief history of the graphic arts and the most recent Xerox development, the 9200 duplicating system, showing its capabilities, advantages, and operating instructions. (Fred A. Niles Communications Center)

Available from Fred A. Niles Communications Center, 1058 West Washington Blvd., Chicago, Il. 60607.

- 439 You and the Computer (10 min., 16mm, color, 1969)

Explains the operation of an electronic computer and compares the steps employed to manually calculate an individual's pay with the time-saving methods used by the computer. Discusses the input, storage, calculation, output, and control which are essential to both processes. Emphasizes the method employed by computers and stresses the importance of understanding the computer process. (General Electric Co.)

Available from Indiana University, Audio-Visual Center, Bloomington, In. 47401.

- 440 You Can Tell by the Teller (18 min., 16mm, black & white, 1945)

Begins by portraying a pleasing and efficient payment transaction through the eyes of a customer. The desirable procedure is contrasted with an instance of less desirable teller service. The film shows, by inference, the importance of library information service staff contact with patrons. (American Telephone and Telegraph Company)

Available from American Telephone and Telegraph Co., 195 Broadway, New York, N.Y. 10017.

- 441 Your National Archives (19 min., 16mm, color, 1956)

Portrays and explains the function of the U.S. National Archives, including preservation of federal records, historical documents, reference service pertaining to federal documents and photo-reproductions of these documents. (U.S. National Archives)

Available from National Audiovisual Center, National Archives and Records Service (GSA), Washington, D.C. 20409.

ADDENDUM

- 442 Communication in Science and Technology (Videotape, 50 min.)

Professor Thomas J. Allen presents a detailed discussion of how technical communication can and should be structured at the organizational, inter-organizational and national levels. He describes and explains methods and procedures for keeping an organization abreast of current technology. He also talks about the most current and effective techniques for transferring technological information. (The Management of Technological Innovation Series) (Advanced Systems, Inc.)

Available from Advanced Systems, Inc., 1601 Tonne Road, Elk Grove Village, Il. 60007.

- 443 Computer Information Systems (20 transparencies)

Evaluates the role of computer information systems in management.

Covers the feasibility study, cost-benefit evaluation, implementation, motivation, and the role of computer information systems in modern management. (Lansford Publishing Co., Inc.)

Available from Lansford Publishing Co., Inc., P.O. Box 8711, San Jose, Ca. 95155.

Discusses the computer and data processing in non-technical terms. Subjects covered are: the computer in business, its advantages and disadvantages; managerial data processing. (Lansford Publishing Co., Inc.)

Available from Lansford Publishing Co., Inc., P.O. Box 8711, San Jose, Ca. 95155.

444 Controls in Data Processing Systems
(6 videotapes, 3-5 hours, each)

Covers the definition of control; the objectives that control may achieve; controls found in manual systems; the effect a computer has on the control process and the major types of controls found in EDP applications. (Advanced Systems, Inc.)

Available from Advanced Systems, Inc., 1601 Tonne Road, Elk Grove Village, IL 60007.

445 Data Communications: Concepts and Facilities (10 videotapes, 1 1/2-2 hours, each)

Provides a definition of data communications, several well-known examples of the application of data communications, and the criteria that indicate the potential need for data communications. Also shows the development and essential components of a simple network. (Advanced Systems Inc.)

Available from Advanced Systems, Inc., 1601 Tonne Road, Elk Grove Village, IL 60007.

446 Information and Communications Theory
(10 transparencies)

Explores basic communication processes, levels of communication analysis, the communication sequence, communication framework, and outlines of information theory and communication theory. (Lansford Publishing Co., Inc.)

Available from Lansford Publishing Co., Inc., P.O. Box 8711, San Jose, Ca. 95155.

447 Layman Looks at the Computer, The
(2 cassettes)

448 Minicomputers: Cost Effective Computing Power (2 videotapes, 2 hours each)

Covers: definition of a minicomputer; definition of a microprocessor, microprocessor market; potential, future uses of microprocessors; evolution of the minicomputer--historical development, turn-key uses and minicomputer capabilities; minicomputer applications--traditional centralized processing, the concept of distributed processing, location and function criteria and the uses of "maxi" computers with minicomputers; time-sharing with minicomputers and network design considerations. (Advanced Systems Inc.)

Available from Advanced Systems, Inc., 1601 Tonne Road, Elk Grove Village, IL 60007.

449 Principles of Perceptual Organization
(14 transparencies)

Demonstrates how visual information becomes organized and meaningful by central nervous system processes. Principle of organization and Gestalt principles of similarity and proximity are demonstrated. (Lansford Publishing Co., Inc.)

Available from Lansford Publishing Co., Inc., P.O. Box 8711, San Jose, Ca. 95155.

450 Promise of Library Technology, The
(90 slides, color, 1977)

Shows what current technology can do for libraries and why libraries should automate their functions and procedures. (Brodart, Inc.)

Available from Brodart, Inc., 1609 Memorial Ave., Williamsport, Pa. 17701.

451 Seminar on Communication
(4 cassettes)

Senator Sam Hayakawa, former president of San Francisco State University, discusses language, key to human understanding; D.B. Fry talks about the remarkable ability of brain, tongue, and ear in the communication process; Edward DeBono describes the yes-no system used in our basic thinking; and William C. Wester examines the receiving, sending, understanding, accepting, and action elements of communication. (Lansford Publishing Co., Inc.)

Available from Lansford Publishing Co., Inc., P.O. Box 8711, San Jose, Ca. 95155.

NAMES AND ADDRESSES OF PRODUCERS

The names and addresses which follow are sources for purchasing the films listed in this publication. Rental sources are given with each title. The rental sources are sometimes the same as purchase sources. For most titles, there are many sources for rental throughout North America; the rental agency which is given is only one source. Consult state and local film rental catalogs for nearby sources.

Gilbert Altschul Productions
Journal Films, Inc.
930 Pitner
Evanston, IL 60202

Argo Record Company
Distributed by McGraw Hill Films
1221 Avenue of the Americas
New York, NY 10020

Bailey Film Associates: see
BFA Educational Media

BFA Educational Media
2211 Michigan Ave.
P.O. Box 1795
Santa Monica, CA 90406

British Broadcasting Corporation-TV
630 Fifth Ave.
New York, NY 10020

CCM Films, Inc.
886 Third Ave.
New York, NY 10022

Centron Educational Films
1621 West 9th St.
Lawrence, KS 66044

Churchill Films
662 N. Robertson Blvd.
Los Angeles, CA 90069

Classroom Film Distributors, Inc.
5610 Hollywood Blvd.
Los Angeles, CA 90028

Columbia Broadcasting System
383 Madison Ave.
New York, NY 10017

Contemporary/McGraw Hill
1221 Avenue of the Americas
New York, NY 10020

CRM Educational Films
1011 Camino del Mar
Del Mar, CA 92104

Current Affairs Films
Division of Key Productions
24 Danbury Rd.
Wilton, CT 06897

Davidson Films
3701 Buchanan St.
San Francisco, CA 94123

Louis de Rochemont Associates: use
MacMillan Films, Inc.-CCM Films
34 MacQueston Pkway S.
Mt. Vernon, NY 10550

Walt Disney Productions
Educational Film Division
500 S. Buena Vista Ave.
Burbank, CA 91503

Document Associates, Inc.
43 Britain St.
Toronto 285, Ont., Canada

Charles and Ray Eames
901 Washington Blvd.
Venice, CA 90291

✓ Educational Broadcasting Corporation
NET Division
304 W. 58th St.
New York, NY 10019

Employers Insurance of WAUSAU
Film Department
Wausau, WI 54401

Encyclopaedia Britannica
Educational Corporation
425 N. Michigan Ave.
Chicago, IL 60611

Films/West, Inc.
1522 N. Van Ness
18 N. La Cienega Blvd.
Hollywood, CA 90028

General Electric Educational Films
60 Washington Ave.
Schenectady, NY 12305

Globe Filmstrips
Coronet Instructional Films
65 E. South Water St.
Chicago, IL 60601

Hobel-Leiterman Productions
Toronto, Ont., Canada

IBM World Trade Corporation: use
IBM Film Activities
IBM Corporation
Old Orchard Road
Armonk, NY 10504

IBM Motion Picture Library
Modern Talking Picture Service
1212 Avenue of the Americas
New York, NY 10036

Indiana University
Audio-Visual Center
Bloomington, IN 47401

Richard Kletter
c/o University of California
2223 Fulton St.
Berkeley, CA 94720

KQED-TV
Bay Area Educational TV
1011 Bryant St.
San Francisco, CA 94103

Library Filmstrip Center
3033 Aloma
Wichita, KS 67211

McGraw-Hill Films
352 42nd St.
New York, NY 10036

McMurray-Gold Productions
275 S. Beverly Dr.
Beverly Hills, CA 90212

William W. Matthews & Co.
244 Thorn St.
Sewickley, PA 15143

Metromedia Producers Corporation
8544 Sunset Blvd.
Hollywood, CA 90069

National Audiovisual Center
National Archives and Records Service
General Services Administration
Washington, DC 20409

National Educational Television, Inc.
(NET)
Indiana University
Bloomington, IN 47401

National Film Board of Canada
1251 Avenue of the Americas
New York, NY 10020

New York University Film Library
26 Washington Place
New York, NY 10030

Ohio State Motion Pictures Division
Film Distributors
156 West 19th Ave.
Columbus, OH 43210

Ohio State University
190 W. 17th Ave.
Columbus, OH 43210

Phoenix Films, Inc.
470 Park Ave. S.
New York, NY 10016

Precision Film Laboratories
Division of Precision Cine Equipment
214 W. 46th St.
New York, NY 10036

Prism Productions
531 Dawson Dr.
Camarillo, CA 93010

Pyramid Films
P.O. Box 1048
Santa Monica, CA 90406

Remington Rand Division of
Sperry Rand Corporation
1290 Avenue of the Americas
New York, NY 10019,

Science Research Associates
259 E. Erie St.
Chicago, IL 60611

Stanford University
Stanford Center for Research and
Development in Teaching
Stanford, CA 94305

Training Films, Inc.
33 Laurel St.
Butler, NY 07405

United Church of Christ
Film Rental Library
1505 Race St.
Philadelphia, PA 19102.

United Methodist Communications
1525 McGavock St.
Nashville, TN 37203.

University of Michigan
Audio-Visual Education Center
416 Fourth St.
Ann Arbor, MI 48103

Visnews Productions
10 School Rd.
London NW 10, England

Bernard Willets
11559 Santa Monica Blvd.
Los Angeles, CA 90025

Xerox Films
245 Long Hill Rd.
Middletown, CT 06457