

Learning Resources

The 48-hour Dilemma (A Program On Internal Customer Service)

A dramatic demonstration of the importance of communication, competence and commitment to excellence in today's competitive business world.

Through a series of flashbacks narrated by "Freddy the Fly," the viewer learns how a crucial 48-hour period could be just long enough to lose a large (and lucrative) customer order. Covers the key elements of successful internal customer service.

Video comes with a comprehensive Trainer's Manual.

Adult
23 minutes, order 1-8841-IN

Career Close-ups: School Teacher

Dynamic profiles of extraordinary teachers. Hosted by Whoopi Goldberg.

How can a pair of Adidas help in a math lesson? Can kickball teach kids to spell? Increasingly teachers are being challenged to find creative ways to motivate their students. Successful teachers tailor their lessons to fit the interests and situations of their students.

A selection of videotapes to help with career and job planning

Demonstrates the impact teachers have and draws respect for a career that is both rewarding and challenging. Useful for career development and social studies.

Ages 12-18
27 minutes, order 1-8771-IN

Communicating Effectively With Customers Series

The greatest customer service policies and goals are totally ineffective unless your people know how to make these policies and goals understood by your customers.

These programs are for entry level staff, and address communicating with the customer as an important sales activity - the first step in making the next sale.

Each module covers an important step toward effectively communicating with all customers, whether it is someone who purchases your products or services, a fellow worker, or a supervisor or manager.

A comprehensive leader's guide accompanies each program.

Effective Communication Starts With You

14 minutes, order 1-8887

Communication is Selling

16 minutes, order 1-8888

The Art of Questioning

16 minutes, order 1-8889

Professional Word Power

13 minutes, order 1-8890

Effective Telephone Communication

13 minutes, order 1-8891

Communicating with Irrate Customers

14 minutes, order 1-8892
Adult, Professional
86 minutes, order 1-88871-IN

Communication Skills For Hospital Secretaries

Tips for communicating openly and clearly, being understood and understanding. Developing skills for listening, problem solving, and win-win conflict resolution are included.

Post Secondary - Advanced, Adult, Professional
30 minutes, order 1-5642-IN

Emergency!

The Doctor Is In Series

This program spends time with emergency personnel to find out how patients are cared for during an emergency.

It follows a man having a heart attack, a skier hurt on a hill, army maneuvers during the Gulf war, a remote rescue in Alaska during a snowstorm, and the movement of hundreds of patients when a hospital moves from an old facility to a new one.

Adult, Professional
28 minutes, order 2-2149-IN

Fire Fighters And Fire Safety For Kids

Watch firefighters in action! Actual footage teaches kids the importance of team work and fire safety. Highlights the crucial role of firefighters and rescue personnel.

Fire safety techniques include: calling 911; installing smoke detectors; planning two emergency exits; procedures in a fire emergency.

Ages 6-11
15 minutes, order 1-8883-IN



Learning Resources

Handmaidens: About Nursing

Nurses are expected to be sweet, caring, and quietly efficient - even when working under stressful conditions or with disrespectful people.

Recent studies suggest that many people who enter nursing have been trained from childhood for roles as selfless caregivers. Growing up in alcoholic or other dysfunctional families, they learned to ignore their own needs, to take care of others, and, above all, not to make waves.

This powerful program encourages nurses to stand up for themselves, for each other, and for their rights as professionals. Producer Barbara Bird surveys the roots and present-day realities of nursing, and intertwines this with several poignant stories of nurses' experiences.

An excellent resource for a course in nursing history from a sociological viewpoint ... presents some startling statistics regarding the family background and health problems of nurses" - Judy Lindop, Coordinator, Nursing Resource Centre, George Brown College, Toronto.

Professional
35 minutes, order 9-7199-IN

The Human Communication Series Sampler

This lesson offers opportunities for students to examine five communication contexts such as intrapersonal, interpersonal (both dyadic and small group), a student's informative speech, and a student's persuasive speech. By analyzing the interactions that occur, your students can learn techniques to model or avoid, ultimately improving their communication skills. As new information is learned, this lesson can be reviewed repeatedly, leading to more in-depth analysis and critique.

30 minutes, order 5-4773

Introduction

Video series hosts Hubert Brown, Judy Pearson, T. Marni Vos, and their guests discuss the value of effective communication skills and the transactional model of communication. Your students will learn the three types of communication addressed in this series: intrapersonal communication, interpersonal communication, and public speaking, and how each offers the potential for personal and professional growth and increased levels of self-confidence, sensitivity to others, and self-satisfaction.

30 minutes, order 5-4772

Perception

Several factors influence perception, such as physiological conditions, current emotions, and past experiences. This lesson illustrates how these perceptions vary from individual to individual, and how they affect not only the way we view the world, but also how we communicate with others. Activities built into the video teach your students how perceptual differences can lead to problems in communication, and offer opportunities for students to test their skills in selection, retention, and organization of stimuli.

30 minutes, order 5-4774

Self-Awareness

This lesson examines how we develop our "sense of self" and how both our personal and public communication is affected by it. The hosts and a panel of experts look at the process of self-awareness, the components of the self-concept, and how this self-understanding forms the foundation for communication with others. Your students will learn how self-concept can vary with the communication context, and that it is influenced by a variety of factors including personal experience and gender.

30 minutes, order 5-4775

Listening

Hosts Hubert Brown and Bill Arnold discuss the listening process, focusing on the importance of active listening, the barriers to effective listening, and the distinctions between evaluative and informative listening. Your students will learn the various types of listening, the four most common distractions to listening, and both verbal and nonverbal active listening skills.

30 minutes, order 5-4776

Critical Thinking

This lesson reviews the five principles of critical thinking and discusses the appeals of emotional, personal and logical proofs. The hosts also address and demonstrate the distinctions between observations and inferences and between inductive and deductive reasoning. Your students are encouraged to seek their own truths instead of blindly adopting opinions and behaviours advocated by friends, family and the media.

30 minutes, order 5-4777



Learning Resources

Non-verbal Codes

Taking a look at the variety of ways we communicate nonverbally, this lesson discusses the potential misunderstandings that can result from giving, or reading, the wrong message. The hosts and various experts explore how previous experiences, gender and culture affect our use and interpretation of these nonverbal messages. Your students will learn how to interpret these nonverbal messages as well as how to overcome problems in interpreting nonverbal codes.

30 minutes, order 5-4778

Language

This lesson discusses the importance of appropriate language choices and the role verbal codes play in our communication with others. The video host gives examples of words and phrases that mean different things to different people, helping to convey to your students that language choices should be made to suit the audience, topic, situation and status. Excerpts and in-depth analysis are given to demonstrate how to choose appropriate language and how to adapt to audience responses.

30 minutes, order 5-4779

Interpersonal Relationships Interviews

The video host explores the unique qualities of interpersonal relationships, helping your students learn what distinguishes "interpersonal relationships" from other interpersonal and communication interactions. They explore the concept of self-disclosure and trace the stages of a relationship from development to disintegration, while looking at supportive and defensive communication behaviours.

30 minutes, order 5-4780

Intercultural Communication

This lesson explores the diversity of communication patterns between cultures and offers suggestions for building bridges of understanding. Host Hubert Brown, joined by many experts, describes how intercultural communication offers us the opportunity to interact with a wide range of different people, enriching our experiences. Your students will learn the differences in verbal codes and nonverbal codes between cultures and some of the common barriers that disrupt effective intercultural communication.

30 minutes, order 5-4781

Providing information and insight into the broad subject of interviewing, this lesson offers tips on both job interviewing and informational interviewing. The job interview process takes center stage as the hosts and experts offer ten tips for a successful interview, relating several challenges encountered in the job interview to similar experiences in the public speaking context. The informational interviewing portion of the program helps your students learn guidelines that should be followed when researching information for a speech or other presentation.

30 minutes, order 5-4782

Small Group Communication

This lesson focuses on communication issues in small groups, describing the important role that small-group work plays in the business world today. An emphasis is placed on improving your students' communication skills for successful teamwork, while stressing the significance of trust, responsibility to group goals and tasks, and group cohesiveness. Also addressed are group conflicts, leadership, group norms and roles.

30 minutes, order 5-4783

Conflict Management

Managed properly, conflict can be positive and can lead to better decision-making. This lesson explores the causes of conflict, the positive aspects of conflict, and some common styles of conflict management. Your students will learn theoretical approaches to leadership, the procedures in "principled negotiations", and some techniques for effective problem solving.

30 minutes, order 5-4784

Selecting and Researching a Topic

Discovering a topic is often the most difficult step in speech preparation. This lesson offers your students strategies for finding a speech topic that fits the occasion, audience, and speaker, while looking at ways to narrow the topic for an effective speech. It explores the range of information resources available for effective speech development, including the students' own experiences and attitudes, interviews with experts and librarians, and through Internet research. Also included are a discussion of how to use oral footnotes to cite sources in a speech.

30 minutes, order 5-4785



Learning Resources

The Audience

The video hosts introduce, expand upon and summarize the key concepts in audience analysis and adaptation, comparing methods of audience analysis conducted by speakers with those conducted by market researchers. The lesson emphasizes to your students the importance of audience analysis and adaptation before, during, and after the speech, while detailing some of the cues speakers receive from an audience to indicate whether or not a connection is being made. 30 minutes, order 5-4786

The Speaker

The video hosts emphasize how credibility must be earned from every audience, and that audiences want speakers to exhibit trustworthiness, competence, enthusiasm, and shared experiences. By demonstrating these qualities, speakers can greatly increase the effectiveness of their presentations. Using the four dimensions of source credibility and analyzing a variety of speeches, your students can learn how these qualities are achieved. 30 minutes, order 5-4787

Introductions and Conclusions

A good introduction makes an audience want to listen to a speech, while a good conclusion makes a lasting impression. From featured excerpts that employ humour, poignant stories, or memorable quotations, your students learn to take into account the size and type of an audience, and to create effective introductions and conclusions. 30 minutes, order 5-4788

Organizing and Outlining

A speaker's credibility hinges on the ability to identify and develop main points and integrate them into a coherent, cohesive, well-structured speech. While learning the importance of organization and outlining in creating an effective speech, your students will learn seven patterns of organization as well as the concepts of division, subordination and parallelism. 30 minutes, order 5-4789

Delivery

Effective speakers understand that the mastery of both verbal and nonverbal aspects of delivery can greatly enhance a presentation. This lesson demonstrates the four modes of delivery (manuscript, memorized, impromptu and extemporaneous) and the pros and cons of each, as well as a range of nonverbal aspects of delivery. Your students will have the opportunity

to analyze and evaluate the delivery styles of a wide variety of speakers and determine what works best for them. 30 minutes, order 5-4790

Presentational Aids

With a variety of examples, the video hosts illustrate the importance of presentational aids, while discussing the factors that must be considered when selecting an aid for use in a presentation. In this program your students will learn how to use presentational aids to help make complex concepts easier to understand, reinforce learning and add variety—just some of the ingredients that make a speech memorable and effective. 30 minutes, order 5-4791

The Persuasive Speech

This lesson focuses on arguments, evidence and organizational patterns for persuasive speeches. The hosts expand upon the key concepts and illustrate practical applications of persuasive theories, helping your students learn what makes a persuasive message most effective, and how to distinguish valid arguments from groundless ones. Your students will also learn about organizational patterns such as problem-solution, Monroe's Motivated Sequence, and topical sequence. 30 minutes, order 5-4792

Mass Communication

Mass communication has three functions—to inform, to entertain, and to sell—and these functions are examined as the hosts explore the manipulation of truth. They focus on the differences between the mass media and other types of communication with regard to intimacy and feedback, and they comment on the potential of the Internet to redefine these concepts within a mass communication medium. Your students will learn about the influence of the media as it attempts to dictate “what deserves our attention,” and the varying theories about “reality and the media,” while becoming better critical consumers of the mass media. They will also learn about audience response mechanisms such as selective attention, selective perception and selective recall. 30 minutes, order 5-4793

Summary

In this program, the hosts review the qualities of effective communicators, illustrating ten basic characteristics with examples from intrapersonal, interpersonal, and public communication settings. The lesson allows students to reflect on their own interactions with others and consider the role that communication will continue to play in their work, their social relationships and their community activities. 30 minutes, order 5-4794



Learning Resources

The Informative Speech

Informative speaking allows us to teach others what we know about topics we care about. Effective informative speakers consider their purposes and utilize proven learning principles to create successful presentations. In this program your students will learn the four types of informative speeches and four common patterns of organization. They will observe that good organization increases audience comprehension and retention, and helps the speaker remember main points and supporting arguments.

30 minutes, order 5-4795

Ages 16 to Adult
minutes, order 5-47720-IN

In Search Of Character Series

Live Wire Media, creators of award-winning programs that help kids make healthy, positive choices, is proud to present an invaluable tool for teaching character at the middle and high school levels.

In Search of Character is series of ten videos designed to help adolescents develop into caring, respectful, responsible people who make choices based on what's right, rather than what's easy.

Each program features Dr. Michael Thomson, Ph.D. (Dr Mike) and co-host Anika Rose, exploring a different aspect of character with their radio

talk-show callers. They share with their audience revealing, candid discussions held by groups of high school kids, and inspiring documentary profiles of young people who exemplify the power of good character.

These provocative video programs trigger lively group discussion, and deep, meaningful reflection that helps teens construct a vision of themselves as moral people of good character. As one girl in the *Citizenship* episode says, 'I'm prepping to be a Perfect Utopian Human Being.'

This series is an ideal supplement to any character education, or ethics curriculum, social studies, life skills, service learning, co-operative education, school-to-work, or guidance program.

The Programs:

Trustworthiness

Respect

Responsibility

Fairness

Caring

Citizenship

Honesty

Courage

Diligence

Integrity

Ages 12-18
minutes, order 5-21970-IN

Interactions: Real Math, Real Careers Series

"At last, a series where kids get the connection that they need math to make their dreams come true...from playing in a rock band, to making movies, designing fashions, or commanding a space flight! INTERACTIONS should be in every middle and high school classroom." Colleen Hartry, Parent Film and Television Reviews.

Demonstrating the range of math applications in the workplace is a challenge for most teachers. The mandate of INTERACTIONS was to bring real-world math applications into the classroom, and that's what it does.

Every program is videotaped on location so students can experience the adventure of successful professionals applying real math principles.

Created by the Foundation for Advancements in Science and Education (FASE), each title comes with a Teacher's Guide.

Solar Energy

Can people in remote rural areas who are far from electric generating plants get power for their lights and appliances? Solar cells make it possible.

Mechanical and electrical engineers take your students through the process of designing and installing solar cell panels in remote locations. Math topics include: geometry, percentages.

12 minutes, order 5-4436

Water Resources

What does it take to estimate how much water a large city will need 25 years from now? The chief of urban water conservation for the State of California explains the challenges of supplying water to a growing population of millions, much of which lives in the desert. Math topics include: patterns/functions, measurement.

12 minutes, order 5-4437

Endangered Species

Can we bring back animal species that are on the brink of extinction? A Native American biologist, who combines scientific training and traditional values, recalls his part in bringing the bald eagle off the endangered species list. Math topics include: ratios, patterns.

11 minutes, order 5-4438

Recycling

A few years ago, Seattle faced an overwhelming garbage crisis. City planners and engineers describe how they created a recycling program that has become a model for North America. Your students will see, from beginning to end, how the recycling process gets done. Math topics include percents and fractions.

13 minutes, order 5-4439



Learning Resources

Digital Communication

What is the information "superhighway" really all about? Communications engineers at GTE and US West Provide a remarkably clear introduction to the basic concepts of the digital communications revolution. Your students will see how trillions of 1's and 0's make up the digital codes that become video images, graphics and sounds on computers, and increasingly, on our television screens. Math topics include: exponents, patterns/functions, powers of 10.

11 minutes, order 5-4440

Making Music

Do musicians really use math? A composer takes students behind the scenes as she creates music for HBO's "Comic Relief" special, and a renowned percussionist demonstrates the rhythmic patterns used to create familiar musical styles. Math topics include: ratios, proportions, fractions.

13 minutes, order 5-4441

The Fashion Business

In a rare visit to the design studios and factory at Levi Strauss & Company, design, marketing, and sales professionals reveal how they meet the demand for everybody's favourite clothing. Your students may never look at their jeans in the same way again. Math topics include: decimals, percents and statistics.

10 minutes, order 5-4442

Coaching an Athlete

What young athlete doesn't dream of being in the Olympics? From a dawn run, to workouts on the mats, the head judo coach for the U.S. Olympic Training Team uses math to create training programs that put his athletes at the peak of physical ability. Math topics include: percents, statistics.

11 minutes, order 5-4443

Designing a Product

How is a pair of sunglasses like a coffee maker? Both are the result of problem solving. A senior product designer at Bausch and Lomb takes students into the company's design studios and factory to see a new style of sunglasses being developed and manufactured. Math topics include: statistics, percents and geometry.

12 minutes, order 5-4444

Building a Rover

To traverse the surface of the Moon or Mars, a vehicle must be able to think for itself. At NASA's Jet Propulsion Lab, a team of scientists demonstrates the rover which will one day wander over Martian landscapes. Math topics include: geometry, patterns/functions.

11 minutes, order 5-4445

Voyage to Mars

How do you plot a course to Mars, from one moving planet to another? What are the impacts of space travel on the body and can human beings survive the trips?

Your students take a look at plans for a flight to Mars. Math topics include: geometry, decimals.

11 minutes, order 5-4446

Deep Sea Missions

It's cold, it's dark. The pressure is immense. A pilot and scientist navigate a remotely operated vehicle through one of the Earth's deepest underwater canyons, filming the ocean floor and collecting fragile marine samples.

12 minutes, order 5-4447

Ages 9 to 11, Ages 12 to 14
140 minutes, order 5-44360-IN

Job Hunting: The Basic Fundamentals

Actor Robert Reed introduces three basic steps to finding employment: finding where the jobs are; preparing resumes and cover letters; and going on a job interview - knowing the do's and don'ts.

Reed stresses that appearance, communication skills, work experience, and personality are all important factors in getting a good job.

Three people with different backgrounds use traditional and nontraditional methods to find work.

At the conclusion of the program, the personnel director who conducted the interviews assesses the strengths of the three candidates.

Ages 15 to 18, Post Secondary - Introductory, Adult
28 minutes, order 1-8191-IN

Making Decisions And Solving Problems

Thinking In Skillful Ways

There are three essential and overlapping components of skillful thinking; creative thinking, clarifying thinking and critical thinking.

Scenarios depicting college students facing a variety of problems illustrate common thinking roadblocks such as hasty, narrow and fuzzy thinking.

The characters in this video help each other recognize and overcome the roadblocks and use skillful thinking to solve their problems.

Clearly demonstrated is the importance of skillful thinking in the decision-making process.

Ages 15 to 18
30 minutes, order 5-4516-IN



Learning Resources

Making Your Team Work

This program will enable students to understand the process and skills needed to create, staff and manage complex project teams. The steps in the process are modelled as a student work team uses the steps along with good team management techniques to complete a class project.

Viewers will identify with the different team members as they question the process, struggle with roles, resolve conflicts and overcome problems to ultimately complete a successful project.

Their experience vividly demonstrates that the process works. Throughout the video, comments from practicing professionals reinforce the importance of teams and illustrate the use of the process in meeting their firms' business goals and objectives.

Ages 15 to 18
30 minutes, order 5-4515-IN

Not For Sale: Ethics In The Workplace

A video based learning program on ethics in the workplace for high school students that teaches skills and values essential to success in the workplace.

Prepares students for situations and decisions they will experience at work and starts new workers off on the right foot.

This is the compelling story, in 10 episodes, about four young people's experiences as new employees in a department store.

Ellen, a store salesperson, is an insecure young woman who is relentlessly pressured by her two best friends to help them shoplift.

Collins has his own challenges in the Electronics Department. Customers leave because he's talking on the phone, he loses his temper with an apparently racist customer, and he mistakenly comes to believe his community service idea for the store has been stolen by his supervisor.

Lydia's boss keeps asking her for a date. He's also receiving gifts from suppliers, which doesn't seem right. She's faced with a difficult decision about becoming a whistleblower.

Roy has an attitude problem from the moment he arrives. He begins his new job goofing off and talking on the phone. While his warehouse supervisor is trying to straighten him out, he is invited by Lydia's boss to help him steal from the store.

Ages 15 to 18
90 minutes, order 5-2192-IN

Older Voices: Interviewing Older Adults

A training package teaching the principles and techniques of conducting research interviews with older adults.

Interviewing older adults, especially the frail and sick, can be challenging, even for a trained interviewer. Many factors can influence their willingness and ability to participate in a study.

Because of this, interviewers who have been trained to collect data in a standardized manner must also learn to be flexible enough in their techniques to accommodate the special needs of older adults.

Produced by the New England Research Institutes, the training package consists of a 46 minute video and a corresponding 67 page manual. Both are divided into several sections and cover the following topics:

- Role of the interviewer - Older adults as respondents
- Introducing yourself and the study - Enlisting the respondent's cooperation - Guidelines for a successful interview - Home visits and dealing the "gatekeepers" - Dealing with special situations - Dealing with impairments

Adult, Professional
46 minutes, order 9-7280-IN

The Speaking With Confidence Series

Use this flexible series as a classroom supplement or as a comprehensive telecourse. The series is based on the widely used speech textbook, *Confidence in Public Speaking* by Paul Nelson and Judy Parson, and complements other communication textbooks such as *Art of Public Speaking* by Stephen E. Lucas. You can purchase the twenty-four program series on classroom-use videocassettes or order the series as a telecourse.

Introduction to Public Speaking

In the introductory lesson, Hubert Brown and his co-host discuss and demonstrate the role that public speaking plays in a wide variety of occupations, from police officer to physician, and how public speaking skills can empower both individuals and communities.

30 minutes, order 5-4748

Ethics

The ethical responsibilities of both the speaker and the listener are addressed in this video program.

30 minutes, order 5-4749

Student Speeches

In this lesson, four student speeches are analyzed and critiqued for organization, content and delivery.

30 minutes, order 5-4750



Learning Resources

The First Speech

This video program explores the challenges confronting the first-time speaker.

30 minutes, order 5-4751

Anxiety

The most troublesome topic in public communication—*anxiety*—is explored in depth and suggestions are offered for turning nervous tension into positive energy.

30 minutes, order 5-4752

Listening

Acknowledging the difference between hearing and listening, this program focuses on the importance of active listening. Special insights on the process of listening are provided by a hearing-impaired speaker, a physician, and a TV news reporter, among others.

30 minutes, order 5-4753

The Audience

The single most important concept in successful public speaking is understanding the audience and using this knowledge in preparing a speech.

30 minutes, order 5-4754

The Speaker

The focus of this program is on how a speaker can establish ethical proof and credibility. Excerpts from speeches by Richard Nixon, Robert Kennedy, Ellen Goodman, Mister Rogers, and others are analyzed.

30 minutes, order 5-4755

Selecting a Topic

Second only to anxiety, selecting a topic is the biggest problem for the novice public speaker. This lesson explores strategies for finding a topic that fits the occasion, the audience and the speaker.

30 minutes, order 5-4756

Finding Information

This program focuses on the wealth of information available in preparing a speech and how to access it. Sources of information can be as varied as acquaintances, topic experts, the library and the Internet.

30 minutes, order 5-4757

Organizing and Outlining

The importance of organization and outlining to enhance a speaker's credibility and aid audience understanding forms the core of this program.

Several professors in the field of speech communication offer their insights on patterns of organization and outline procedures.

30 minutes, order 5-4758

Critical Thinking

Probably the most important skill students can develop—critical thinking—affects their ability to make choices about their beliefs and actions. This video provides an overview of many aspects of critical thinking.

30 minutes, order 5-4759

Introductions and Conclusions

A good introduction makes an audience want to listen to a speech, while a good conclusion makes a lasting impression. In this video the functions of introductions and conclusions are illustrated with excerpts from speeches by John F. Kennedy, Gloria Steinem, Henry Cisneros, Elie Weisel, and others.

30 minutes, order 5-4760

Language

In this lesson, the presenters emphasize the importance of appropriate language choices in public speaking and that many words and phrases mean different things to different people. Excerpts from speeches by Bob Dole and Pat Buchanan, among others, are analyzed for language choices.

30 minutes, order 5-4761

Delivery

Your class will have the opportunity to analyze and evaluate the delivery styles of a variety of speakers as the students strive to determine what works best for them. The four modes of delivery—manuscript, memorized, impromptu and extemporaneous—are demonstrated as the hosts comment on the merits and disadvantages of each. Many nonverbal aspects are also shown and discussed.

30 minutes, order 5-4762

Presentational Aids

This program advises that presentational aids can help make complex concepts easier to understand, reinforce learning, add variety and make a speech memorable. Host Hubert Brown and his guest co-host describe and illustrate a variety of presentational aids, discuss the factors to be considered in choosing them and make suggestions for using an aid properly.

30 minutes, order 5-4763

Critiquing Public Speeches

The process of giving and receiving constructive criticism is addressed in this program. Various speeches by politicians, students and community leaders are analyzed and critiqued for organization, delivery, content and ethical standards.

30 minutes, order 5-4764

Informative Speaking: Strategies

The program explores informative speaking and provides the five learning principles that guide development and delivery.

30 minutes, order 5-4765



Learning Resources

Informative Speaking: Organization

The variety of organizational patterns, and how to choose the best pattern, are discussed in this program. Excerpts from student speeches, community presentations, and business seminars are used to illustrate key concepts.

30 minutes, order 5-4766

Persuasive Speaking: Strategies

What makes a persuasive message more effective? How can we distinguish valid arguments from groundless ones? This program discusses and illustrates extrinsic and intrinsic proofs. Excerpts of speeches by JFK, Gloria Steinem and FDR are analyzed.

30 minutes, order 5-4767

Persuasive Speaking: Organization

The focus here is on arguments, evidence, and organizational patterns for persuasive speeches. Excerpts from a commencement address by the late Barbara Jordon are analyzed, and interviews with community leaders and activists such as Margarethe Cammermeyer, expand upon the key concepts.

30 minutes, order 5-4768

Small Group Communications

In this video, the focus is on group climate and communication. Business leaders and speech professors describe the important role that small groups play in the business world today and detail ways to improve communication skills for successful teamwork.

Conflict, leadership, group norms and roles are also addressed.

30 minutes, order 5-4769

Special Occasion Speeches

The many types of special occasion speeches—after-dinner, graduation, welcome, farewell, etc.—are

addressed in this program. Suggestions are made for how to develop and deliver an effective special occasion speech.

30 minutes, order 5-4770

Summary

This video offers students the opportunity to review important concepts, to reflect on their own presentations, and to consider the role that public speaking will continue to play in their work, their social relationships, and their community activities.

30 minutes, order 5-4471

Ages 16 to Adult
minutes, order 5-47480-IN

Telephone Techniques For Hospital Secretaries

Basic principles and proper application of telephone techniques for hospital secretaries.

Post Secondary - Advanced,
Professional
30 minutes, order 1-5656-IN

Tomorrow's Doctors

The Doctor Is In Series

Today's doctors are not just Anglo Saxon men. They are women and minorities, too. They're also spreading out beyond general practice into specialties and research. How are these changes affecting the care we will receive from these new doctors?

Host Jamie Guth follows medical students through their days in class and with patients. She sees new methods of teaching, financial pressures on students who must spend large sums for their schooling, and a changing population of patients.

Adult, Professional
28 minutes, order 2-2151-IN

What's Up In Factories?

This CINE Golden Eagle award-winning video and curriculum guide will help high school teachers present an interdisciplinary education unit exploring the modern world of manufacturing. This program encompasses four lessons:

Why Study Manufacturing? profiles a high school student's plans to pursue a career in manufacturing.

The History of Manufacturing uses vintage film and photos to provide a context for understanding manufacturing today.

The Manufacturing Process is a step-by-step look at the process of making New Balance sneakers.

New Trends in Manufacturing visits the Toyota Camry factory to see how lean production techniques keep employees and manufacturers working smart!

Ages 15 to 18
30 minutes, order 5-4453-IN



Learning Resources

Women In Medicine

The Doctor Is In Series

The look of hospitals and how medical care is delivered is changing, and so is the face of the doctor. Women now make up 40% of all medical students. Are they changing the curriculum, or the type of care we will get?

Looks at the lives of women in today's medicine, and talks to men and women physicians and educators on the impact of women doctors in the world of medical care and research.

Speaking on the subject are Susan Blumenthal, M.D., Vice President of the Society for the Advancement of Women's Health Research, Martha Regan-Smith, Assoc. Dean at the Dartmouth Medical School, Vivian Penn, M.D., Director of the Office of Women's Health, National Institutes of Health, Christine Seidman, M.D., Harvard Medical School, Letha Mills, Director of the Bone Marrow Transplant team at the Dartmouth-Hitchcock Medical Center, John Smith, M.D., Ob/Gyn and author of *Women and Doctors.*, and Judy Norsigian, member of the Boston Women's Health Book Collective.

Adult, Professional
28 minutes, order 2-3128-IN

Women In Science

Meet three accomplished scientists as they describe their work activities, goals, educational backgrounds, professional responsibilities and personal insights that led them into their respective fields of marine biology, industrial forestry, and astronomy.

Red Ribbon Winner,
American Film & Video Association.

Ages 12-18, Adult
20 minutes, order 1-8517-IN

Women's Work

Today's enterprising woman has more career options that ever before, with more women finding job satisfaction in non-traditional careers in technical fields.

Such jobs often boast higher wages, greater job security, better benefits, and more opportunities for advancement.

The focus of this program is the real-life experiences of women employed in technical careers, sharing the obstacles they have faced, as well as their successes and challenges.

This program was produced NETCHE, Inc.

Ages 15 to 18, Adult
28 minutes, order 5-4747-IN

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