

# Learning Resources

## Add: Not Just Kid Stuff

More and more adults are discovering that "what's wrong with them" is Attention Deficit Disorder or Attention Deficit/Hyperactive Disorder. As more attention is paid to understanding the disorder, adults who have been misunderstood all their lives are now able to take concrete steps to help them through their daily lives.

Adult  
28 minutes, order 5-4741-IN

## Alcohol: Employee Assistance Programs Title Listing

A separate, comprehensive listing of EAP resources for drug and alcohol education is also available. Select document number 226.

Professional  
minutes, order 9-9102-IN

## Children Of Divorce

Heart-felt examination of marriage breakdown from teen's perspectives. Encourages teens to express their thoughts and feelings as one of the most therapeutic ways to accept their difficult situation and get on with their lives.

Ages 16 to Adult  
18 minutes, order 1-8915-IN

## Videos which will support general EAP from women in the workplace to adaptations and accommodations for successful job performance.

### Employee Assistance: Management Intervention (2nd Edition)

The productivity of most companies today is being undermined by the widespread use of alcohol and other drugs. One in six employees is chemically dependent. These employees cost business and industry billions of dollars every year. The problem strikes at all levels ... from corporate boardrooms to loading docks and delivery bays.

Few management tasks are as difficult as dealing with an employee suspected of alcohol or drug addiction or one who may have emotional, financial, or personal problems that interferes with work.

Managers are in a tough spot. They want to help, but they are not trained counsellors and they must make decisions that are right for the company. Firing is rarely one of them.

Post Secondary - Introductory,  
Post Secondary - Advanced,  
Professional  
21 minutes, order 1-8188-IN

### Employee Education: Ergonomics And Your Health

This program teaches office employees how to set up their workspace for maximum comfort and productivity. As employees learn to give a little extra attention to their workspace – and to their activities in it – they are rewarded with more energy, job satisfaction, and fewer aches and pains. Shows how to use a chair correctly, how to organize materials on desk, body positioning while using keyboards, VDTs and the telephone. Recommendations given for shoulder, neck and back exercises that can be done in the office. Preventing eyestrain and repetitive motion injuries of fingers and wrists. Good nutrition and a drug-free workplace are also emphasized.

Adult  
13 minutes, order 1-8194-IN

### Family Matters

Explores the effects of external supports and stresses, from a broad range of events and social agencies, have on two

representative families. Raises awareness of how communities support or interfere with healthy family development.

Adult, Professional, Ages 16 to Adult  
29 minutes, order 9-7095-IN

### Helping Hands: Disabilities In The Workplace

An open-captioned video guide to accommodating disabilities in the workplace.

Through interviews with employers, employees, and accommodations coordinators, the tape demonstrates that many modifications or adaptations can be made simply by using ingenuity or common sense. The video also includes tips for able-bodied employees on how to work effectively with a co-worker who has a disability.

A valuable tool for outreach and education within the business community, for increasing awareness of disability issues among employees, and for empowering those who have disabilities to be active partners in defining and devising accommodations that will help them become an active part of the work force.

Adult  
38 minutes, order 9-6902-IN



### Learning Resources

#### 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

#### 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

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



## Learning Resources

### *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

### *Interviews*

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

### *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



### Learning Resources

#### **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

#### **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

#### **Industrial Ergonomics**

Every day employees make demands on their bodies that can cause ergonomic injuries. These types of injuries are responsible for thousands of hours in lost productivity and millions of dollars in workers' compensation and medical costs.

Whether employees lift heavy objects, overstretch to remove items from high shelving, or use materials or tools that put significant stress on bones, muscles or tendons, this program covers ergonomically sound techniques for performing a variety of industrial jobs. Plus, it reveals the situations most likely to cause ergonomic problems on the job, and explains how employees can ‘match’ their bodies to the task at hand.

Adult  
15 minutes, order 1-8404-IN





### Learning Resources

#### Lifestyles For Wellness Series (Five Modules)

*The Wellness Series*

Hosted and narrated by William Shatner, the program is designed to help staff develop new more productive lifestyles. Series has 5 modules. *Introduction to Wellness, Nutrition for Wellness, Moderation in Eating, Fitness for Wellness, Health and Stress.*

The *Wellness Series* is a new series of programs designed to improve employees' overall health lifestyle. The program helps to convince adults of the personal benefits of making a commitment to good nutrition, fitness and stress reduction.

It encourages employees to improve their overall health and lifestyle by urging them to make a commitment to good nutrition, fitness and stress reduction. In the introduction, Shatner explains the concept of wellness and inspires viewers to want to increase their productivity and improve their general outlook on life.

#### *Introduction to Wellness 1-9908*

#### *Nutrition for Wellness 1-9909*

A nutritionist explains what a nutrient is and why good nutrition is so important. How to choose foods from the four food groups, proper amounts, tips on food quality and developing new habits for wellness.

#### *Moderation in Eating 1-9910*

The traditional diet, loaded with protein, salt, fat, cholesterol and sugar and devoid of fibre has cost the health of many. A registered dietitian shares her knowledge of these problems and gives specific life-saving advice.

*Also available in Laser Videodisc.*

#### *Fitness for Wellness 1-9911*

Viewers will understand that they are fit when they can meet both the ordinary as well as the unusual demands of daily living and still have energy left for leisure and recreational activities. Starts adults on the way to getting and staying fit.

#### *Health and Stress 1-9912*

An experienced psychiatric nurse counselor presents fifteen basic points of stress management and recommends a variety of tension releasing activities for the end of a long and difficult day.

Adult  
60 minutes, order 1-99090-IN

#### *Living With Cancer: A Message Of Hope*

Explores the human side of the cancer experience and documents the stories of some of the more than ten million Americans who were diagnosed with cancer, underwent treatment, and are now living full and healthy lives. Their experience shows us that a cancer diagnosis can be a part of life, not necessarily the end of life.

Adult  
56 minutes, order 8-1048-IN

#### *Office Safety*

Hazards can be found in the office. Explains how to minimize potential risks, what to do in an emergency and why safety housekeeping is so important.

Adult, Professional  
13 minutes, order 1-8410-IN

#### *Road Rage And Aggressive Driving*

*A View From The Driver's Seat*

„Road rage“ is deliberate, violent behaviour by a driver in response to a real or imagined traffic grievance. Drivers may use their vehicles as weapons, or even get out

of their cars to accost or attack another driver. Road rage occurs when something “snaps” in a driver who might usually drive carefully and obey all traffic laws. Incidents caused by road rage can and do result in physical assault, damage to or destruction of personal and public property. Similar to the road rage driver is the “aggressive” driver. An aggressive driver may run red lights, tailgate, weave in and out of traffic and ignore traffic laws as their normal pattern of driving. An aggressive driver may trigger road rage in another driver or may develop road rage themselves.

This timely program looks at road rage and aggressive driving from the driver's perspective. Viewers learn what to do if they are the object of an enraged driver and how to avoid becoming enraged themselves. Unintentional actions such as driving too slowly, blocking the passing lane, cutting off another driver, or tailgating, can all lead to road rage. Knowing what to do if confronted by a person who is enraged can mean the difference between life and death.

Ages 16 to Adult  
20 minutes, order 1-2252-IN



### Learning Resources

#### Smart Moves: For A Healthy Back

Promotes proper attitudes, body mechanics for safe patient transfer; also risks facing non patient-care personnel.

Professional  
18 minutes, order 3-3001-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

#### 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



# Learning Resources

### 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

### 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

### Stress Relief: The Heimlich Method

Causes, symptoms, and strategies for cooling off a stressful situation, and strategies for changing habits that allow stress to rule... "assume personal responsibility for emotional health".

Ages 16 to Adult  
16 minutes, order 1-9719-IN



## Learning Resources

### Workplace Stress

Studies show that stress causes accidents, injuries, thousands of hours of lost time and millions of dollars in worker's compensation claims and medical costs each year.

This program enables viewers to recognize stress causing situations and eliminate them. Outlining the ways that stress affects a person's mind and body, the presentation shows employees how to recognize the symptoms of stress in themselves and others and provides them with simple stress relieving techniques.

Making a distinction between positive and negative stress the program points out that the physical changes associated with positive stress are short lived and can actually help people meet challenges, while negative stress prevents natural relaxation and makes the body unable to recharge itself.

Adult  
15 minutes, order 1-8528-IN

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