Table of contents, editorial board, and other front matter

Leighton G. Watson

Follow this and additional works at: https://newprairiepress.org/jac

This work is licensed under a Creative Commons Attribution-Noncommercial-Share Alike 4.0 License.

Recommended Citation


This Introduction is brought to you for free and open access by New Prairie Press. It has been accepted for inclusion in Journal of Applied Communications by an authorized administrator of New Prairie Press. For more information, please contact cads@k-state.edu.
Abstract

This introduction is available in Journal of Applied Communications: https://newprairiepress.org/jac/vol57/iss3/1
3 Adult Education in the German ‘Medienverbund’

10 Farm Live-In Program

14 Communicating Through Florida Newspapers

20 Reader Polls Show Farmer Concerns

26 Meet ACE Authors
Adult Education in the German 'Medienverbund'

Karin Kristiansson

LEGASTHENIE is the German word for dyslexia.

Last year, some 15,000 teachers and parents in southern Germany learned how to recognize and deal with this very common reading handicap among children. Instead of going to formal classes, they enrolled in a mass media course, coordinated by the German Institute for Distant Studies, at the University of Tübingen.

The course, running over a period of 6 to 8 months, included five study guides, 25 radio programs, and six television shows. The participants also attended discussion groups and seminars at their local schools or adult education centers. Standard tests were given to those who took the course for credit.

The legasthenic programs took two years in the making. The proceedings were complex and time consuming, but the results seem to justify the efforts. Researchers, writers, and administrators at the Institute worked with subject matter specialists, educators, radio and television producers, and publishers. To make matters even more complicated, all material had to be approved by the education departments of the participating states (or Bundeständer).

This mass media effort was a prime example of adult education in the so-called German Medienverbund, a concept which was developed by the Institute.

Founded in 1967, the Institute employs a staff of about 430 professionals, some directly connected with the University of Tübingen, others working in education, publications, radio, and television. During the past six years, close to 185,000 people