TOWARD A LITERATE WORLD

Television in Literacy Education— Lessons from the Arab Region

EDWARD L. PALMER

Westview Press BOULDER • SAN FRANCISCO • OXFORD

CONTENTS

•

Foreword		ix
Preface		xi
Acknowledgments		xiii
	Introduction	1
1	Why a Television Series on Language and Reading for the Arab Countries?	7
	Learning to Read Arabic, 7 Education in the Arab Countries, 13	
2	Issues in Educational Applications of Television	17
	Availability of Television in the Arab Region, 17 Negotiating the Audience Definition and Production Approach, 21	
3	Lessons from Past Experience	25
	Iftah Ya Simsim, 25 The Electric Company, 26 How Al Manaahil Differs from Its Precursors, 27 The Children's Television Workshop Model, 29	
4	Managing the Project	35
	The Beginnings, 35 Needs and Resources of Participating Entities, 37 Management Structure and Staff, 41 Problems and Adjustments, 42 The Full-Series Production Stage, 50	

viii	Contents	
5	The Curriculum-Planning Process, 53	53
	Overview of the Curriculum Statement, 56	
6	Bringing It All Together: The Shows	59
	Format Development: Initial Stage, 59 Desired Format Qualities, 60 Blueprinting the Shows, 62 Production Reports on Major Segment Types, 71 Description of a Half-Hour Show, 79	
_	•	
7	Midcourse Corrections in Presentation	87
	The CTW Producers' Evaluation of the Five Test Shows, 87	
	The Formative Evaluation, 89 The Advisory Committee Review of the Five Test Shows, 95	
8	Early Reactions to the Series	99
0	The Interview Results: Framework and Overview, 100 Selected Interview Excerpts, 103 The Transfer of Technology, 113	"
9	The Summative Evaluation	117
	Background, Scope, and Methods, 117 The Results, 119	
10	Implications for Educational Television Worldwide	121
	Al Manaahil's Broad Implications, 121 Al Manaahil's Future in the Arab Region, 123 The Need for Better-Informed Policymaking, 125	
Apţ	pendix A: A Brief History of The Electric Company	
	and Its Effects	133
	pendix B: Statement of Al Manaahil's Goals and Objectives	139
	pendix C: The Producers' Evaluation of the Five Test Shows erences and Bibliography	153 161
•	out the Book and Author	165
Ind		167

•