

ACADEMIC JOURNAL SPOTLIGHT: LANGUAGE, EDUCATION, AND TECHNOLOGY FROM KALEIDOSCOPIC PERSPECTIVES

Paraphrasing the late John F. Kennedy, "A publication reveals itself not only by what it publishes, but also by the publications it honors, the publications it remembers," we, at J.E.T.T., take this opportunity to showcase publications which our readers may find enlightening and useful. Since 1987, J.E.T.T. has been establishing "exchanges" with over 30 national and international journals, and from time to time, we will share with our readers an Academic Journal Spotlight, featuring information about various publications in which language, education, and technology are viewed from kaleidoscopic perspectives. If information is power, then shared information is absolute power.

ENGLISH TODAY

The International Review of the English Language

Vital Statistics

Title: *English Today, The International Review of the English Language*

Editor: Tom McArthur

Consulting Editor: David Crystal

Assistant Editor: Peter Ducker

Publisher: Cambridge University Press
32 East 57th Street
New York, New York 10022
Telephone: (212) 688-8888

Editorial Style: Cambridge University Press

Purpose of the Journal: To provide a focus or forum for all sorts of news and opinion from around the world

Copyright: No contents may be reproduced by any means without permission of Cambridge University Press

Publication: Four times annually

ISBN: 0521 35555 9

Dimensions: 6 3/4" x 9 5/8"

Binding: Perfect Bound

Subscription Rate: Annual rate in USA and Canada for libraries and institutions is \$50; \$25 for individuals; \$17.50 for students and the retired

Editorial Address: Dr. Tom McArthur, Editor, *English Today*, 22-23 Ventress Farm Court, Cherry Hinton Road, Cambridge CB1 4HD, United Kingdom

Typical Issue: On average, the typical issue of *English Today* is 64 pages long and offers the reader six major articles, a comment section by the Editor, a Kaleidoscope section featuring clippings, cuttings, correspondence, etc. of quirky humor, special usage, neologisms and nonce usage, a book review section, and a letters-to-the-editor section.

J.E.T.T. Recommends: All of us will need to be informed about the current debate concerning the English Language Amendment versus the Cultural Rights Amendment. Predictions are that the English Language Amendment will come before the Congress of the United States in the near future. In their article "English Plus" (Volume IV, No. 4, pp. 36-42), Mary Carol Combs and Lynn M. Lynch provide the reader with an in-depth look at whether or not the primacy of English should be enshrined in the U.S. Constitution.

THE JOURNAL OF INSTRUCTIONAL PSYCHOLOGY

Vital Statistics

Title: *The Journal of Instructional Psychology*

Editors: George E. Uhlig and Alma G. Vasquez

Associate Editors: Robert Doan, Phillip Feldman, and Margaret Mika

Publisher: *The Journal of Instructional Psychology*

P.O. Box 8826

Springhill Station

Mobile, Alabama 36608

Editorial Style: Manuscripts must be accompanied by an abstract of 100-200 words typed on a separate sheet of paper. The abstract should contain statements of (a) the problem, (b) the method, (c) the results, and (d) conclusions where appropriate; it should provide the reader with an idea and scope of the article, and serve for publication of abstracts.

Purpose of Journal: Features original articles dealing with issues related to instruction and educational management. Preference given to manuscripts focusing on bilingual and multicultural issues and educational technologies. Manuscripts are reviewed by at least two reviewers, and authors share the cost of publication.

Copyright: Written permission must be obtained from the publisher and the author for copying or reprinting tables, figures, or more than 200 words of text. There is a \$5 per page charge for such permission except when the request is from the author of the article to be reprinted or when the request is solely for instructional purposes.

Publication: Four times annually in Winter (January), Spring (April), Summer (July), and Fall (October)

ISBN: US00941956

Dimensions: 7" x 9 3/4"

Binding: Saddle Stitch

Subscription Rate: Annual Rate for Institutions \$25, \$45 (2 years), \$60 (3 years). Foreign subscriptions add \$5 per year

Editorial Address: *Journal of Instructional Psychology*

P.O. Box 8826

Springhill Station

Mobile, AL 36689-0826

Typical Issue: On average, this publication is 45 pages long and showcases five articles, ranging from the assessment of metacognition in problem solving to the research and development of a comprehensive media selection model.

J.E.T.T. Recommends: Of particular interest to those of our readers who are involved and interested in developing suitable instructional media selection models is Jeffrey A. Cantor's "Research and Development Into a Comprehensive Media Selection Model" (Volume 15, No. 3, September 1988, pp. 118-131). This particular article investigates an instructional media selection model that addresses both training effectiveness and cost effectiveness. The model proposed by Cantor facilitates the decision-making process at different stages in the "life cycle" of a training or instructional program.

THE INDIA INTERNATIONAL CENTRE QUARTERLY

Vital Statistics

Title: *The India International Centre Quarterly*

Editor: Sima Sharma

Assistant Editor: Shahira Naim

Sub-Editor: Purobi Mikharji

Publisher: India International Centre
40, Max Mueller Marg
New Dehli-110 003

Editorial Style: Various manuscript styles

Purpose of Journal: Promotion of understanding and amity between the different communities of the world and disseminating or exchanging knowledge...leading to universal appreciation.

Copyright: All articles are copyrighted and may not be reproduced without permission.

Publication: Four times annually

ISBN: 0376-9771

Dimensions: 6 1/4" x 9 1/2"

Binding: Perfect Bound

Subscription Rate: \$19.50 (surface mail) \$28.00 (air mail). Payments should be made by money order, bank draft, or cheque

Editorial Address: India International Centre
40 Max Mueller Marg
New Dehli - 110 003
Telephone: 619431

Typical Issue: A typical issue of this publication has approximately 160 pages, featuring on average 10 full-length articles written by international authors and scholars, a short story, and a book review section.

J.E.T.T. Recommends: The problems associated with rapid technological advancement around the world often share universal dimensions and affect not only their immediate surroundings but the world at large. Ashok Parthasarathi in an article entitled "Dangers of the Technological Fix" (Volume 15, No. 2, Summer 1988, pp. 43-60) looks at rapid technological advancement as one of the cornerstones of both the fight for freedom and of the nation-building task thereafter.

THE JOURNAL OF EDUCATIONAL TELEVISION

Vital Statistics

Title: *The Journal of Educational Television*

Editor: Paul Kelley

Publisher: Educational Television Association
Carfax Publishing Company
P.O. Box 25
Abingdon
Oxfordshire OX14 3UE
United Kingdom

Editorial Style: Ideally manuscripts consists of 1500-4000 words (though brief technical and research reports will be accepted). Articles will only be considered if two complete copies of each typescript are submitted. They should be typed on one side of the paper only, double spaced, with ample margins, and bear the title of the contribution, name(s) of author(s) and their organization(s)/institution(s). This should be

followed by an introductory paragraph setting the work in its context, and the body of the contribution should be well organised, with headings and subheadings clearly indicated. Footnotes to the text should be avoided. The contribution should end with a concise paragraph of conclusions, stating any major findings and suggesting further research work or practical applications of the ideas raised or tested. All pages should be numbered. An abstract of 100-200 words should accompany the article on a separate sheet, together with a brief autobiographical account (full name(s), title(s), qualifications, post(s) held, organizations and relevant experience, research interests, etc) and the full postal address of the author who will check proofs and receive correspondence and offprints. It is helpful to state the number of words in the article.

Purpose of Journal: The aim of this journal is to publish clear, concise papers and reports ranging from the theoretical to the applied, expressed in simple language. As the official journal of the Educational Television Association, this publication is an international forum for discussion and reports on development in the increasingly important and rapidly expanding field of the use of television and related media in teaching, learning, and training. The journal welcomes contributions in the form of academic articles, technical and research reports, reviews, comments and news from those involved in and using educational television and related media throughout the world.

Copyright: Papers accepted become the copyright of the Journal unless otherwise specifically agreed. It is the author's responsibility to ensure that any necessary permissions have been obtained for including materials already subject to copyright.

Publication: Three times annually: March, July, and October. Three issues constitute a volume. An annual index and title-page is bound in the October issue.

ISBN: 0260-7417

Dimensions: 17½ x 24½ mm

Subscription Rate: Contact Publisher

Editorial Address: Paul Kelley, Editor
*Journal of Educational
Television*
3 Cheapside
Waltham
Humberside DN37 OLN
United Kingdom

Typical Issue: A typical issue of this publication averages 60 pages of five full-length articles and book reviews.

J.E.T.T. Recommends: All of our readers are, in one way or another, concerned with the effectiveness of media in learning and instruction.

Part of our concern has to do with what exactly happens when media are introduced into the teaching-learning process. In his article entitled "Educational Media: Innovation and Evaluation" (Volume 14, No. 3, 1988, pp. 201-212), A. Hart describes what a follow-up on all known users of a specific multi-media package revealed about what happens when media are introduced into education and how the specific educational contexts in which media are used play a vital role in learning outcomes. In addition, Hart offers practical recommendations for improving the efficiency and effectiveness with which modern educational media can be used.

English TODAY

The international review of the English language

Editors: Tom McArthur and David Crystal

This fascinating quarterly is devoted to the study of the English language. Each issue discusses the uses (and abuses) of the language, its international variations, its history, its literature and linguistics, usages and neologisms.



Read **English Today** for

● scholarship ● comment ● information ● humour

English Today is read by teachers and students of English as a first or second language, writers, broadcasters, journalists, linguists, and anybody who is concerned about or fascinated by the English language.

ET 13-16 (Volume 4) in 1988

ET 17-20 (Volume 5) in 1989

Subscriptions 1988: £30 for UK institutions; £33 for institutions elsewhere (excluding USA and Canada); £15 for individuals; £10 for students and the retired

1989: £32 for UK institutions; £35 for institutions elsewhere (excluding USA and Canada); £16 for individuals; £12 for students and the retired
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