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# Educational Media in Quebec:

a summary report

In 1962, the first broadcasts of Quebec educational television and radio programs were made by Radio-Canada.<sup>1</sup> Since then, the Quebec Department of Education has increased its involvement in the field of educational media. This brief report focuses on the main agency using mass media, films and other audio-visual means to produce educational documents; it identifies some major projects recently undertaken; and it offers some indication of the progress of these projects. It is written mainly for students of education interested in this area of educational technology.

## *S.M.T.E.*

In 1971, the Department of Education reorganized its instructional media services under one office, the General Service of Teaching Media or S.G.M.E. (*Service général des moyens d'enseignement*). One of its three branches, S.M.T.E. (*Service des moyens techniques d'enseignement*), produces all the educational audio-visual documents that are distributed by the Department. The five main functions of S.M.T.E. are planning, research, training, communication and documentation. *Planning* involves preparing educational specifications and working out agreements to be signed by technical producers such as Radio-Québec or Radio-Canada. *Research* evaluates the objectives of S.M.T.E., the media programs produced and their influence. *Training* of teachers in the effective utilization of media techniques takes place through workshops, while

the *communication* service explores possibilities of supplying different regions of the province with audio-visual equipment and establishing a network of communication with the schools. Finally, the *documentation* center provides teachers with program descriptions explaining the content and offering suggestions for discussions and further work on each topic.<sup>2</sup> During 1971-72 with the cooperation of Radio-Québec, l'Office du film du Québec and Radio-Canada, S.M.T.E. planned, produced and documented 51 televised programs, 78 radio programs, 44 films, 30 audio-visual montages, 34 records and 310 slides.<sup>3</sup>

### *Radio Broadcasts*

In 1972-73, S.M.T.E. put on the air two radio programs, "Faisons la Musique" produced by Radio-Canada and "Musiquébec Four" by Radio-Québec. They made use of French- and English-Canadian folk songs and were designed to encourage elementary school children to learn and enjoy music. The French version of this music instruction is the more extensive, aiming at Grade 5 level while the other is designed for Grade 4.<sup>4</sup>

### *French Television Programs*

Across the province, French S.M.T.E. telecasts were seen every week-day morning from September to June in the past school year. The two most successful programs were "Les Oraliens" and "Les Cent tours de Centour," both by Radio-Québec. "Les Oraliens," in its third consecutive year, is the first stage of a program to develop better spoken French by francophone children. It teaches a vocabulary of 3,000 words to Grade 1 children through the dramatization of a story which encourages their participation. "Les Cent tours de Centour," the second stage, began in 1971-72 using a similar format but stressing grammatical structure rather than vocabulary. Other programs produced were "Education physique" and "Plein air" for Grades 1 to 7 and "L'école chez vous" for the general public.<sup>5</sup>

A study undertaken by the research center of S.M.G.E. revealed that, in March 1972, approximately 90% of the French Grade 1 students watched "Les Oraliens" and a similar number watched "Les Cent tours de Centour," for an estimated total of 150,000 children. For the other programs, the viewing percentage was less than 10% of the possible target

population. The study further stated, however, that viewing conditions around the province were poor in that only 49% of the sample population watched the programs in classrooms where there were less than 50 students.<sup>6</sup>

### *English Television Programs*

For the English-speaking audience, S.M.T.E. also stresses the learning of French and three programs were broadcast in 1972-73 with this aim. The first, "Parlons Français," produced in the United States, teaches conversational French to children who have no knowledge of the language but this program will soon be replaced by "Mon ami Pierrot," presently being filmed and broadcast by S.M.T.E. Designed for Grade 1, "Mon ami Pierrot" is intended to teach French as a second language to anglophone Quebec children who are in constant contact with French, either written or spoken. All of the 60 lessons are accompanied by audio-visual aids, recorded dialogues, slides and documentation. The third program, "Contes pour les jeunes," for Grade 4, 5, and 6 children who already have some knowledge of French, is a series of short stories that lend themselves easily to classroom discussions.<sup>7</sup>

Four other telecasts were "Great Expectations," on general concepts of literature; the "Look Series," five films for four- to six-year olds that relate personal expression and communication to the perceptual faculties; "People Around the World," a look at lifestyles in Africa, South America and Australia; and a series on Canadian History.<sup>8</sup>

### *Intégration*

One S.M.T.E. project for elementary schools aims at integrating school learning in an interesting way and at involving children with the use of media. Conceived in 1970, "Intégration" is a multi-media package containing units on eight different topics, chosen in consultation with children. Each unit is to be used over a period of one month and contains one 20 minute 8mm film with sound, 4 shorter films, 20 slides, transparencies and a teacher's guide.<sup>9</sup> On an experimental basis, four schools are presently trying out this project and, if the results are favorable, S.M.T.E. and l'Office du film du Québec will produce more of these packages.<sup>10</sup>

### *Multi-Media*

Outside the school milieu, a project that deserves mention is

"Multi-Media," designed for the development of human resources and aimed at adults from socio-economically impoverished areas. Its beginnings were in D.E.P.A.R.T., the 1967 study on continuing education in Quebec, and T.E.V.E.C., the 1967-69 pilot study in the Saguenay-Lac-St-Jean area that offered courses to adults on their own socio-economic problems.<sup>11</sup> Encouraged by S.G.M.E., "Multi-Media" began an ambitious plan in 1971 to extend within three years educational aid to all adults across the entire province. It now operates in five major regions.

Avoiding classroom situations and textbooks, "Multi-Media" works on the principle of participation and self-learning. However, many kinds of audio-visuals are used as learning aids. Also used are mass media offerings such as the bulletin "La Gazette de Multi-Media," the radio program "Propos et Parlures," or the television program "A ma manière à moi."<sup>12</sup> Although still in its infancy, the project intends to make greater use of media as it expands.

## references

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4. *Ibid.*, pp. 4-7.
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6. R. Michaud and Rubin Sirkis, "L'écoute de la radio et de la télévision dans les écoles élémentaires françaises du Québec en mars 1972," Ministère de l'éducation, S.G.M.E., Service de recherche, pp. 25-47.
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11. Y. Cournoyer, "Multi-Media," *Education-Québec*, Vol. 1, No. 14, 1971, p. 6.
12. "Multi-Media 72: programme Multi-media pour le développement des ressources humaines du Québec," Gouvernement du Québec, Ministère de l'éducation, pp. 6-24.