

**CHAPMAN'S
DECORATING
CENTER**
IN COLLEGE STATION
2307 S. Texas Avenue
846-1734

<p>CARPET BY EVANS-BLACK STEPHENS GULISTAN & OTHERS</p> <p>VINYL FLOORCOVERING BY ARMSTRONG CONGOLEUM GAF</p>	<p>BENJAMIN MOORE PAINT PRODUCTS AND SUPPLIES</p> <p>Amrock Decorative Hardware</p> <p>WALLCOVERINGS BY BIRGE DWOSKIN WALL CLAD AND OTHERS</p>
---	--

Films translate 'nonsense' to sense

A TAMU psychologist hopes to make "nonsense" into sense for teachable children that are mentally retarded.

Dr. Clessen Martin, head of the TAMU Department of Psychology, is developing a series of films to aid these children in memorizing as they learn to read.

He bases his operation on research findings that many retarded children can be educated.

Many retarded children can retain the same information as a normal child if the retardate is given memory strategies.

Earlier strategies included "nonsense" syllables which depended heavily on verbal association. Dr. Martin thought that since nonsense syllable learning could be boosted by using certain principles, the same principles might be applied to meaningful words.

Through a grant from the National Institute of Education (Department of Health, Education and Welfare), he has purchased gear and

is currently producing experimental 16mm animated films with the aid of graduate student Sam Bays.

Dr. Martin estimates that roughly 80 percent of retarded children are able to retain information.

About five of every 100 children born are retarded and of those, roughly four are educable to some extent.

The NIE program is Project FAST, for Facilitation of Academic

Study Techniques.

"Experiments have just been completed in a couple of Texas institutions and have essentially demonstrated that image and word combinations in the films give a significant increase in the rate at which the retardate learns words," explained Dr. Martin.

One of the problems in the field of educating mentally retarded children has been a shortage of

specialized material specifically designed for retarded learners, points out the psychologist.

Ultimately, he noted, it is hoped these new materials will be used in public schools and state institutions.

"I've been impressed, but bewildered with programs such as Sesame Street," he said. "We know they are effective, but we don't know why or which elements of the program are effective."

So now, researchers at TAMU are beginning a nuts-and-bolts study of the media components in the films they are making—the animation, color and sound—to see what how much each adds to the learning process among educable mentally retarded children.

"The idea behind this is using animation to externally induce the retarded learner the same type of process the normal child would engage in," remarked Dr. Martin.

TAMU provides 'technology agents'

TAMU is one of a select group of institutions providing "technology agents" to serve on the staffs of city and county governments throughout the nation for the next three years.

"Technology agent" is a term coined to describe scientists and engineers functioning as today's counterparts to the county agents

who have played such an important role in developing American agriculture," noted Dr. Stephen Riter, electrical engineering professor who heads TAMU's phase of the project.

"The task of the technology agent will include finding local problems that new technology might solve. He will also help to bring the tech-

nology to the problem," Dr. Riter explained.

Public Technology, Inc., a three-year-old non-profit organization formed by a group of state and local government organizations including the Council of State Governments, the International City Management Association, the National Association of Counties, the

National Governor's Conference, the National League of Cities, and the U. S. Conference of Mayors, conducts the program.

Initial support for the program provided by a \$4.2 million contract from the National Science Foundation.

According to Riter, particular topics will differ among the speech sites but they are expected to include improved methods for collection and disposal of solid waste, exploration of alternative fuels for municipal vehicles and development of computerized financial management systems.

The initial activity of the technology agent will be to identify local problems that appear to be amenable to technological solution. In addition to his own experience and ingenuity, the technology agent will be able to obtain problem-solving assistance from a major research and development organization, such as TAMU. The program provides for the establishment of formal ties between each of the 27 local governments and one of more than fifty organizations which are participating in the program.

TAMU is the advisor to Arlington; Little Rock, Ark. and Pueblo, Colo.

Societies choose department head

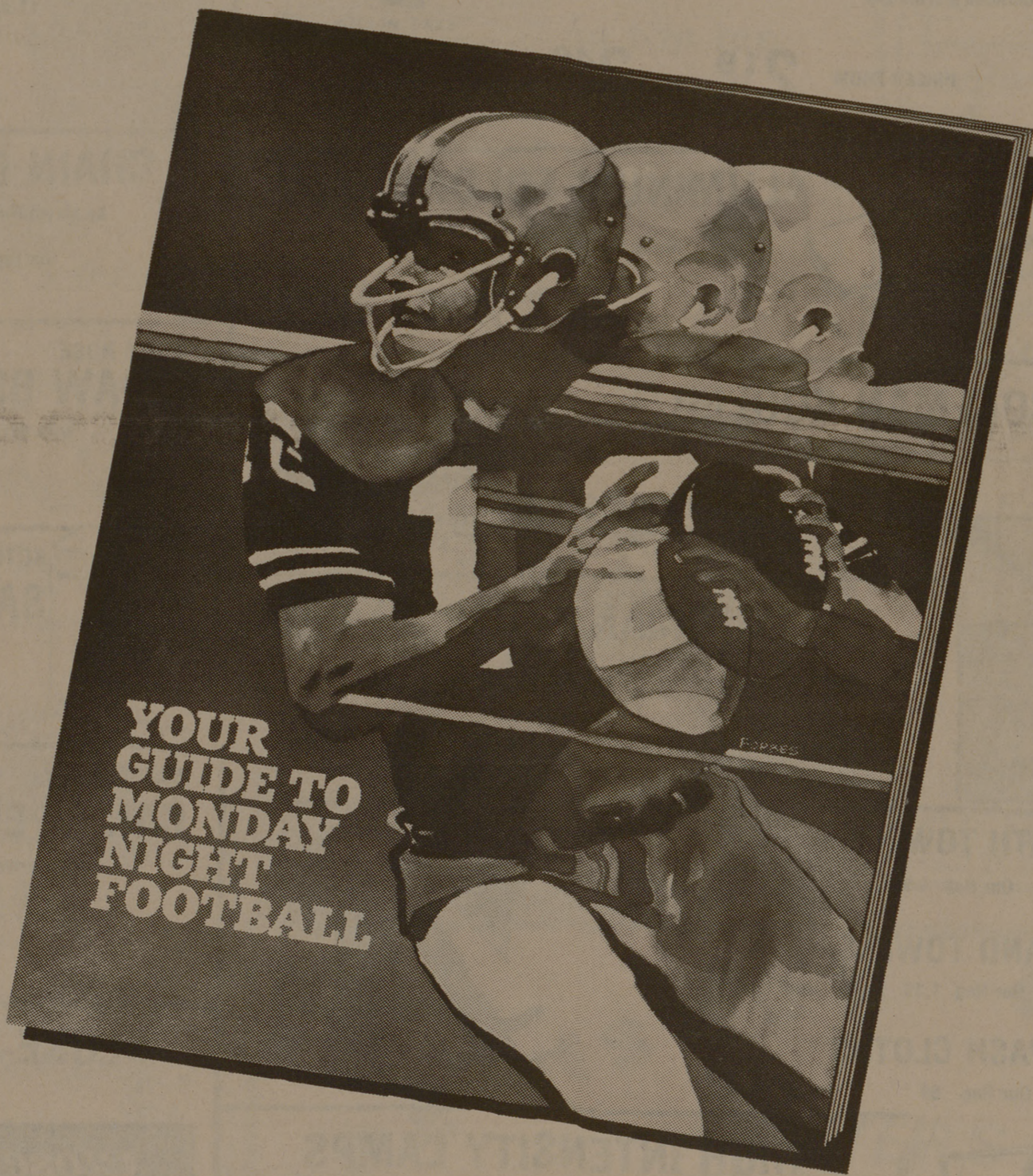
C. J. Leabo, head of TAMU Journalism Department, was elected this week to key positions in three journalism educational organizations, including selection as president-elect of the American Society of Journalism School Administrators.

The society and the American Association of Schools and Departments of Journalism and Association for Education in Journalism held concurrent meetings at San Diego State University.

Leabo was elected to the executive committee of the American Association of Schools and Departments of Journalism, which includes institutions having accredited sequences in journalism. He also was named to the membership committee of the Association for Education in Journalism, the professional organization of journalism educators. The associations represent approximately 75 institutions.

Leabo has headed the TAMU Journalism Department since 1967.

PICK UP YOUR FREE COPY TODAY!



We're cosponsoring ABC Monday Night Football games on television again this year. To make your viewing of each game more enjoyable, we've prepared a special booklet analyzing strengths and weaknesses of each team. We know you'll be watching and we know this free booklet will add to your enjoyment of the games. Come in and get your free copy today.


Bryan Building & Loan Association
Main Office: 2800 Texas Avenue • Bryan, Tx. 77801 • 713-823-7541



FOR
BEST
RESULTS
TRY
BATTALION CLASSIFIED

T. MICHAEL RIGGS, D.D.S.
announces the opening of his office
for the practice of
GENERAL DENTISTRY
1842 Greenfield Plaza
846-9148

**ALLEN
Oldsmobile
Cadillac**
SALES - SERVICE
"Where satisfaction is
standard equipment"
2401 Texas Ave.
823-8002


**La Petite
Academy of Dance**
REGISTER NOW
CLASSES START SEPT. 9
3 Yr. Olds Thru Adults
TAP-BALLET-JAZZ
Classes Limited
JAN JONES HAMMOND
Teacher
3406 S. College 823-8626 Bryan