

Language Laboratory  
Texas Tech University  
019, Foreign Languages Building  
P.O. Box 42071  
Lubbock, Texas 79409



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UNIVERSITY

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## What is SCOLA?

SCOLA provides news and other video programming from around the globe to its affiliates via satellite. SCOLA also offers several other supportive services tailored to education. SCOLA, which stands for *Satellite Communications for Learning Association*, is a non-profit organization headquartered in McClelland, Iowa.

SCOLA programming is presented in its original form and language; no editing or censoring is done, either by SCOLA or by the originating country. SCOLA programming is available for schools, government agencies and other such entities in North, Central and parts of South America and is broadcast 24 hours per day, seven days per week. Currently, thousands of educational institutions and hundreds of governmental agencies are SCOLA affiliates.

SCOLA takes as its mission disseminating news and other video programs from around the globe, preserving and celebrating the original language, context and originating culture. Thus, SCOLA is an immensely flexible and powerful tool, for a variety of disciplines, and academic and personal interests.

## How did SCOLA get started?

SCOLA started as an ancillary program at Creighton University in 1981. A missionary named Lee Lubbers, a professor of art at Creighton, wanted to explore the concept that the language learning process could be enriched with original video broadcasts from other nations. From very creative and meager beginnings at Creighton, SCOLA has now become a separate, non-profit entity.

## Where is SCOLA located at Texas Tech University?

SCOLA programming is available to practically any Tech unit. Presently, the Language Laboratory is acting as the hub provider. The SCOLA Control Center is located in the Language Laboratory facility, with reception and video taping equipment dedicated to SCOLA. See the section below titled "How do I request SCOLA videotaping?"

Students may watch SCOLA by visiting the Language Laboratory (Room 019, Foreign Languages Building), and other public viewing areas in this building.



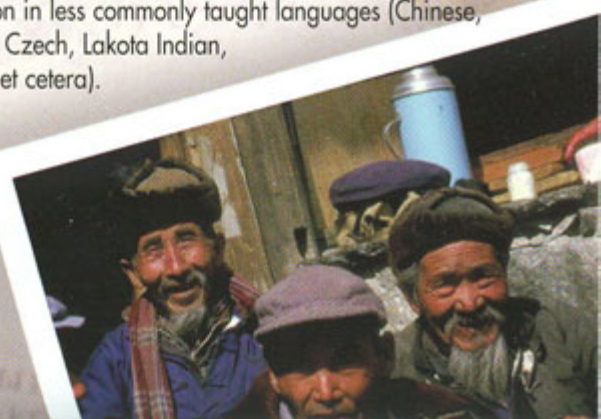
## What kind of programming is offered?

There are several channels broadcast from SCOLA, each with a different goal:

- **Channel 1** (current) News programs from approximately 35 different countries in their national or regional languages.
- **Channel 2** (current) Variety, entertainment & arts from approximately 10 different countries (changes occur monthly as SCOLA continues to expand).
- **Channel 3** (current) SCOLA's China Channel offers programming from the People's Republic of China (Mainland China). The programming is largely in Mandarin and includes such topics as education, news, documentaries, literature, travel, poetry, and leisure.

**Note:** At this time, Channel 3 is available to Tech on a very limited basis only.

- **Channel 4** (future) Courses and classes in many disciplines produced by each country or participating colleges and universities (French Philosophy, Russian Physics, Chinese Confucianism, Japanese Math, et cetera) will be available on this channel.
- **Channel 5** (future) This channel will deliver distance education in less commonly taught languages (Chinese, Swahili, Czech, Lakota Indian, Arabic, et cetera).



## What is the “Insta-Class Service”?

SCOLA Insta-Class provides prepared lessons (once weekly) in selected foreign languages drawn directly from SCOLA programming. The lessons consist of a broadcast transcript with an English translation, quizzes, key words and vocabularies. Most participating affiliates use these along with viewing the actual newscast or other program in a class setting. The Insta-Classes are available via the SCOLA website.

## What are some suggested uses for SCOLA?

The uses for SCOLA are limited only by the imagination. Some obvious examples include:

### **Foreign Language Instruction**

Practice standard pronunciation, rhythm, gesture, expression. Observe protocol and vocabulary for governmental, business, and formal occasions. Prepare for study or work abroad with a direct view of current events and culture. Learn conversational usage such as slang and regional accents.

### **Political Science**

Learn current events as they happen, reported from the scene. Gain political perspectives other than our own. Practice a second or specialty language. Understand more deeply current challenges and conflicts in the world.

### **Cultural Diversity Classes**

See cultural events as they happen, reported in native perspectives. Learn first-hand the variety of worldviews. See the customs, conditions, and concerns of the peoples of the world.

### **Communications**

Study the world’s variety of communication techniques through SCOLA’s panoramic view. Observe mannerisms, etiquette, topics discussed in particular countries, cultures, or languages.



### **Business**

Learn about the global market, work habits, politics, laws, and protocol in international and foreign settings.

### **History**

Learn about historical sites, sagas, and events through documentaries and current reports. Show the importance of historical causes by relating them to current events; illuminate current events through understanding their historical causes.

### **Sociology/Anthropology**

Gain live access to other societies—their historic traditions, modern conditions, future directions. Use documentaries on archeological sites and expeditions, cultural studies. Enjoy contact with the world culture.

### **International Studies**

SCOLA can be a great transitional link for international students entering the U. S., keeping them apprised of current events in their home country. Likewise, it’s a great tool for the U.S. exchange student to better understand another country.

### **Geography**

Geographical locations are pinpointed and observed firsthand; study a region’s current product output, climatic and geographical changes. Learn the natural features of each region.

### **Literature and Drama**

Observe presentations of new and old works of literature, poetry and prose. Study personal/cultural reactions to various situations and beliefs, such as family, customs, humor, government/law, education, health, entertainment, work habits.

### **Health Fields**

Examine medical methods and technology, innovative health care, medical breakthroughs; hospital settings and their differing aspects; ideas and views of health care from many nations. Understand the cultural behavior and insights of a specific country to maintain effective counseling for international students.

### **Government and Law**

Study the governmental infrastructure of individual countries. Gain a broader understanding through viewing a country’s application of the law. Witness first hand current changes in laws and governmental structure.

### **Religious Studies**

Study religions viewed directly from other countries. Observe religious ceremonies as they are practiced.



## How do I get the SCOLA schedule?

The fastest way to obtain a SCOLA schedule is to access SCOLA's website at [WWW.SCOLA.ORG](http://WWW.SCOLA.ORG). You may also request a printed copy from the Language Laboratory. We can either fax it or drop it in campus mail.

## How do I request SCOLA video taping? Is there a cost to my department?

You may call the Language Laboratory at 2-3151 and request that a specific program or programs be recorded for you. You can also E-mail to [SCOLA@TTU.EDU](mailto:SCOLA@TTU.EDU), or fax a written request to 2-3306. There is a charge to campus units to help cover the costs associated with providing the service:

Video taping, any combination of programs up to two hours:  
\$ 7.62; *if tape is provided, the charge is \$5.54*  
Audio taping, any combination of programs up to one hour:  
\$ 2.05; *if tape is provided, the charge is \$1.25*

Please be sure to indicate all of the following:

Your name and title  
Your department  
An account number to which the costs may be charged  
The name of the account manager  
Campus mailing address and phone

We will provide the video or audio cassette (unless otherwise provided), which will be labeled as to its contents and placed in campus mail, or you may arrange to have it picked up at the Language Laboratory (basement level, Foreign Languages Building, Room 019).

## Future projects of SCOLA.

SCOLA is currently working on adding an audio component to its *Insta-Class* service. This audio will match the prepared transcript, adding a very useful and integrated tool.



SCOLA is also preparing to provide its services *world-wide*. The technology that will accomplish this is certainly remarkable, but what will be truly remarkable is how SCOLA will expand. SCOLA will become an important international liaison for the entire planet. When we think about it, that's what SCOLA is really all about.

With the entire world participating, who knows what kind of wonderful projects and services SCOLA will be working on next!

Be sure to visit the SCOLA  
web site at [WWW.SCOLA.COM](http://WWW.SCOLA.COM)

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P.O. Box 42071  
Lubbock, Texas 79409  
Phone: 806 742 3151  
FAX: 806 742 3306