Beyond American's view of Educational Technology: Our sister Journal in Taiwan, Republic of China

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A very brief overview of Instructional Technology (IT) in Taiwan

The concept of instructional technology is not new in Taiwan. The forerunner journal of Instructional Technology & Media, Audio-Visual Education Bi-monthly has been published since June, 1959. It has published 217 issues at this time. The term instructional technology was later introduced. However, the general public still prefers the term audio-visual education. (B. R. Lee, 1992).

Nevertheless, there is no academic degree in instructional technology offered in Taiwan at this time. The closest one is the Department of Educational Media and Library Science in Tamkang University in Taipei. It is a BA and MA degree program. About eight students graduate from this program each year. The first instructional technology graduate school is scheduled to be launched in National Chung-Cheng University in Chia-I city, which is located in the south of Taiwan, in 1997. Most teachers' colleges require a two-unit semester course in instructional media in the sophomore year. Currently, there are about 300 IT MAs and Ph.Ds working in Taiwan. They are often employed at organizations such as Institute for Information Industry, National Library, National Open University, and at research institutes such as Audio Visual Education Center at National Taiwan Normal University. Most of the IT Ph.D. graduates teach at universities in departments such as library sciences, mass communication and journalism, management information systems, agricultural extensions, business administration, social education, information education, teaching Chinese as a second language, computers and information sciences, and adult education. However, as multimedia and Internet become more popular, more companies hire IT graduates to produce commercial multimedia/hypermedia titles.

Our sister journal—Instructional Technology & Media

Instructional Technology & Media is one of the top refereed IT-related journals in Taiwan. It is published bi-monthly by NAVEAC (National Audio Visual Education Association of China*), sponsored by the Department of Social Education at Taiwan Ministry of Education since February 15, 1992. Chinese is the major language used in the journal with occasional English names/terms for clarification and citation purposes. English is used in bibliographies for future reference. The circulation of each issue is 5,000 copies. The primary target readers are university professors, graduate stu-

* NAVEAC (National Audio Visual Education Association of China) is used here to indicate Taiwan, Republic of China.
dents, school teachers, Inservice Teachers’ Education Center staff and associates, audio-visual media center staff, and NAVEAC members.

The annual subscription cost is NT 400 (about US$16) in Taiwan, NT 500 (about US$20) for overseas. The journal is published six times a year. Subscription requests can be sent to NAVEAC by fax at: 011-886-2-321-4930.

Each issue has a theme. The last two issues of 1995 were: #23, October 15, 1995, Cable Television and Instructional Technology; and #24, December 15, 1995, Special Education and Instructional Media.

The October issue was edited by Dr. Michael Kwang, Department of Radio and Television, National Cheng-Chi University. The phone number is 011-886-2-938-7431. Fax: 011-886-2 939-3024. The December issue was edited by Dr. Chung-Wei Shen, Audio Visual Education Center, National Taiwan Normal University. The phone number is 011-886-2-321-0104 extension 603.

Submit all manuscripts (in Chinese) to:
Instructional Technology & Media
Audio Visual Education Center
National Taiwan Normal University
No. 162, Section 1, Ho-Ping East Road
Taipei, Taiwan, 106
Republic of China
Phone/fax number: (when calling from the United States): 011-886-2-321-4930.

The suggested length of each contributed article is from 6,000 to 10,000 words excluding the bibliography. Articles are due two months prior to the scheduled date of publication. There is an honorarium for each published article (NT 700 - about US$28 per 1,000 words). For example, if your 10,000-word article is published, you will receive US$280.

Typically, each issue has sections such as editorials, feature articles (6-8 papers on the average in the past ten issues), new products review, media production and applications, interviews, book reviews, NAVEAC activities reports, up-coming conferences, competitions, and remarks from the editor. The size of the journal is about 7½ x 10½”. Each issue has a unique attractive-color cover. On the average, there are about 68 pages printed. However, because the Chinese language takes much less space to print than English, the journal is about 136 pages when printed in English.

Dr. Bosco Wen Ruey Lee is Chief Editor of Instructional Technology & Media. He is past President of the International Division at the Association for Educational Communications and Technology (AECT). Dr. Lee is the first overseas division president at AECT. As a result, there are annual reports about the AECT convention in the journal as well. Usually, the AECT report appears in the April issue. Dr. Lee usually leads the 15-20 Chinese delegates to the AECT convention each year. Please come and meet these delegates at the International Center at AECT or attend the annual international auctions and dinner banquets.

Table 1, listing past editorial titles of Instructional Technology & Media in reverse chronological order, shows that the title reflects a comprehensive coverage on topics related to IT. Each issue has on the average 6-8 feature articles which introduce and elaborate on the main topic. Instructional Technology & Media should be required reading material for all beginning Chinese IT graduate students and people who are interested in studying in the field of IT. Especially the first three issues (covering the historical overview, development, foundations, and important terminology) and issue number 14 (discussion on various research methodologies). Many IT international students in the United States are from Chinese-speaking countries. For example, 95% of San Jose State University IT international students are Chinese students. They should read Instructional Technology & Media for the following four reasons:

1. They can read in their native language. This will effectively increase their comprehensive level about the IT field. This is especially beneficial when they first join the program.
2. The English references for names/terms and bibliographies will help Chinese students understand the standard translation IT terminology from English to Chinese.
3. Some of the articles were written by graduate students. These will inspire and encourage Chinese students to write and publish their work.