

PMLA

PUBLICATIONS OF
THE MODERN LANGUAGE ASSOCIATION
OF AMERICA

Edited by
GEORGE WINCHESTER STONE, JR.
Secretary of the Association

September · 1961

VOLUME LXXVI · NUMBER 4, PART 2

PMLA

Issued five times a year during the months of March, May,
June, September, and December by the Modern
Language Association of America

(Indices: Vols. I-L, 1935, LI-LX, 1945)

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OFFICE OF PUBLICATION
Curtis Reed Plaza
Menasha, Wisconsin

EDITORIAL OFFICES
6 Washington Square North
New York 3, N. Y.

Business communications and notice of changes of address should be sent NOT TO MENASHA but to the Treasurer of the Association at 6 Washington Square North, New York 3, N. Y. If a change of address also involves a change of institutional affiliation, the Treasurer should be informed of this fact at the same time.

Second-class postage paid at Menasha, Wisconsin. Acceptance for mailing at the special rate of postage provided for in the Act of February 28, 1925, embodied in paragraph 4, Section 538, P. L. and R., authorized October 2, 1935.

PRINTED IN THE UNITED STATES OF AMERICA BY
GEORGE BANTA COMPANY, INC., MENASHA, WISCONSIN

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... the extra-strength tape for long,
hard classroom use and economy!



Arthur Karklins, coordinator of U. of W. Language Laboratory, is shown in control room of main lab. All tape for the main lab is handled and played in this room. University's facilities also include duplicating equipment and a soundproof room for preparing instructional tapes.

16 LANGUAGES PLUS SPEECH, LINGUISTICS KEEP UNIVERSITY OF WASHINGTON'S TAPE-EQUIPPED LABS BUSY!

At the University of Washington in Seattle, work with language laboratories began informally in 1950. This teaching method received new impetus with the installation of new magnetic tape equipment and the completion of lab facilities in 1957. Today, 16 languages are taught using a main laboratory with 81 booths plus a 20-position experimental lab.

INCREASED NUMBER OF LANGUAGES TAUGHT

In addition to instruction in 16 languages, including English, university labs are used in teaching speech and linguistics. Foreign languages include

French, Spanish, Italian, Portuguese, German, Norwegian, Swedish, Danish, Latin, Greek and Russian... plus Chinese, Japanese, Tibetan and Hindu-Urdu, which were added to the lab program last year.

During the first 25 months after the 1957 modernization, total student lab attendance numbered 114,926, with a daily average of 230. Each student registered in a course averaged almost 20 lab sessions. About 75 tapes were played daily, with an average of 3 students participating in each of these individual tape lessons. Total length of tape played during this 25-month period would

reach from Rochester, N.Y., to San Francisco, Calif.

TAPE IS EFFICIENT TEACHING AID!

Arthur Karklins, who has been coordinator of university language laboratories since 1957, reports: "Magnetic tape has shown itself to be a more efficient technical teaching aid than films, film strips, slides or colored pictures on the wall—and flexible enough to both implement and supplement conventional classroom instruction.

"I am happy to report," he continues, "that with each succeeding