Bulk Rate
U. S. POSTAGE
PAID
DeLand, Florida

## An Advertisement With No Threats . . .

No loss of prestige.

No loss of money.

No loss of beauty.

No loss of friends.

No loss of love.

No loss of security.

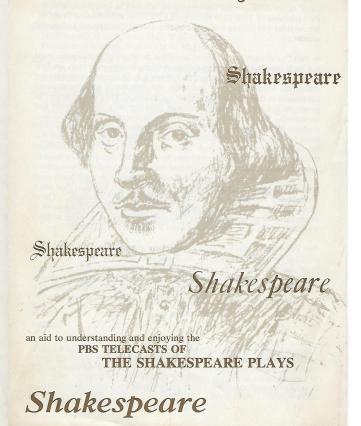
## And Two Promises:

Write to us and we will send you information on our quarterly journal, *Et cetera*. Edited by Neil Postman, *Et cetera* deals with the role of language and symbols in human behavior.

We will also include our free catalog of books and tests on semantics and improving communication.

ISGS Post Office Box 2469 San Francisco, CA 94126

## Shakespeare



## THE SHAKESPEARE PLAYS

Written and recorded exclusively for CASSETTE CURRICULUM® by a panel of six distinguished Shakespearian scholars to coordinate with the PBS telecasts of THE SHAKESPEARE PLAYS, these twelve lively, informal talks will enlarge and expand your students' enjoyment and understanding.

In Part One of each tape, students learn that the study of Shakespeare need not be a formidable experience even though the language may, on first hearing, sound awkward to the 20th century ear. Our experts untangle the difficulties bringing the verse and prose into clear focus; and give students confidence in their ability to interpret the language. They will be helped to penetrate the veil that hangs between Shakespeare's written word and modern-day listeners. With increased freedom gained from this confidence, students learn to relax and let Shakespeare teach them, guide them. They learn to follow. Shakespeare wrote for the public theater. Listeners followed the play in one hearing. Your students can, too - bad listeners though some may seem to be, they may be a lot better than a teacher dares to believe. Let our team of highly qualified, carefully selected scholars explore with your students the aspects of Shakespeare's craft. They will teach your students to recognize the signals given them through language that must precede any attempt to try to sum up "themes" or "meanings." These signals include the language itself; the characters and their relation to each other; the structure of the play and the order in which actions occur; and the way things operate in the theater when we have real actors before us

Part Two is an overview — a critical commentary of the play. Each lecture is personal, original, imaginative, fresh and informal. The tapes are appropriate for high school or college level use although they are in no way restricted to classroom use and do not require the listener to have previous knowledge of the play. Lively and spontaneous, these lectures could serve as an introductory course to Shakespeare in the home as well as in school.

 $\Diamond$   $\Diamond$   $\Diamond$   $\Diamond$   $\Diamond$   $\Diamond$   $\Diamond$ 

The twelve lectures designed to coordinate with the PBS telecasts for 1979 and the lecturers are listed on the next page. PBS plans to broadcast these new BBC productions on a schedule of six each year until the entire canon of Shakespeare's 36 plays is presented. CASSETTE CURRICULUM® will continue to enrich these plays each year by producing recorded lectures to coordinate with these plays.

AS YOU LIKE IT (Parts 1 & 2)
MARTHA ANDRESEN-THOM, PhD, Yale University
Associate Professor of English, Pomona College, Claremont, Ca.

JULIUS CAESAR (Parts 1 & 2) ROBERT KNOLL, PhD, University of Minnesota Professor of English, University of Nebraska

ROMEO AND JULIET (Parts 1 & 2)
MAYNARD MACK, JR., PhD, Yale University
Professor of English, University of Maryland

RICHARD II (Parts 1 & 2)

MICHAEL MULLIN, PhD, Yale University
Associate Professor of English, University of Illinois

MEASURE FOR MEASURE (Parts 1 & 2) MARJORIE GARBER, PhD, Yale University Associate Professor, Yale University

**HENRY VIII** (Parts 1 & 2) JOHN F. ANDREWS, Editor of *Shakespeare Quarterly* Folger Shakespeare Library

All lectures 30-40 minutes \$95.00 for the complete set of twelve lectures (6 cassettes) Packaged in a vinyl binder Replacement guaranteed if defective Individual cassettes include Parts 1 & 2. \$16.00 each.

ORDER FROM: CASSETTE CURRICULUM® EVERETT/EDWARDS, INC., P.O. BOX 1060 DELAND, FLORIDA 32720



Name		47ERIALS
Address		
City	State	Zip
Florida residents in Credit extended to Individuals please	age and handling of \$3.00. aclude 4% sales tax. institutions using purchase or enclose check or money order	
☐ Please send your c taining over 1000 t	omplete CASSETTE CURRIC itles.	ULUM® catalog con