

The Teaching Face: A Historical Perspective

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"The lack of true interaction between the master teacher on the television screen and the individual learner and the inability of the master teacher to vary the pace of the lesson were considered crucial educational problems." (speaking of educational TV of the '50s)

"Master teachers it turned out were not necessarily masterly television performers."

"...the ITV approach was resented by the nonmasters who felt relegated to second-class status, as indeed they were. The ready integration of the lesson into the regular classroom pattern was not forthcoming, and the teachers thought the system was unfair and unreasonable competition."

on top of everything else master teaching had to "be competitive with commercial television or lose credibility by comparison. Closed-circuit master teacher television did not and probably cannot reach such a level of credibility. By the end of 1959, it was falling far behind the production values of commercial broadcast television, and its now relatively rarely used in schools."