

## **OUR NEW FROZEN YOGURT** IS DRAWING QUITE A CROWD.

You'll love our smooth and light new frozen yogurt, because you can have it any way you like! Try the Breeze™ frozen yogurt treat blended with strawberry, pineapple, chocolate, cookies, candies or nuts. Or try a frozen yogurt sundae with your favorite toppings

CAM D.Q. Corp. 1988 \* Registered Trademark AM D.Q. Corp. \* Reg. U.S. Pat. \*\* ADQ Corp.

## SAVE 25¢

towards the purchase of the BREEZE™ BLENDED TREAT any size or flavor.



Campus Dairy Queen 13th & Hilyard

GOLDEN GATE UNIVERSITY

SCHOOL OF LAW

SAN FRANCISCO

An Introduction

A three-week summer program designed to expose

articipants to what lawyers do, the American le

Evening & Saturday Program: Classes meet in the evening, Monday

For: Anyone considering applying to or about to enter law school,

Topics: Overview of the American Legal System 

The Practice of Law ☐ Developing Lawyering Skills ☐ Litigation Techniques

The state of the s

and anyone who wants to learn more about what lawyers do.

For Information: Introduction to Law School Program, School of Law, Golden Gate University, 536 Mission St.,

San Francisco, CA 94105, telephone (415) 442-7250.

TO LAW SCHOOL

system, and the process of legal education

**July 10 through July 28, 1989** 

Cost: \$400

through Thursday, and on Saturday morning.

Clip ODE coupons for **GREAT** savings!

## Textbooks Continued from Page 1

portunity to work jointly with him and learn a lot in the process," Hildreth said. He estimated that the book is currently being used at about 20 univer-

Geology professor Alexander McBirney wrote "Volcanology" because he didn't believe there was an adequate text on the subject.

'The other incentive was that it that it required me to go back and review that field entirely," McBirney said. "After writing the book, my back-ground for my own teaching was vastly better.'

Physics professor Amit Goswami got the idea for his book "The Cosmic Dancers," which he co-authored with his wife Maggie, while teaching a class called "Physics of Sci-ence Fiction" back in the 1970s

Goswami said the book was written for "the non-scientist for science fiction readers who would like to become more familiar with physics so they could enjoy science fiction more.'

Goswami said that the popularity of such courses has waned in recent years.

"This was a 70s phenome-non," he said. "We, as a nation, have become more conservative after eight years of Reagan. Now we have gone back to hard-line physics again.'

Douglas Carnine, associate professor of teacher education, has written several textbooks. He co-authored "Direct Instruction Reading" with Jerry Sil-bert of the Whiteaker School because he felt that textbooks

**FOREIGN STUDENTS** 

**COME USE US** 

(even when you're healthy)

**WE'RE HERE TO SERVE YOU** 

**YOUR** Student Health Center

in the field didn't provide enough professional preparation for education students.

"There's not a lot of detail about exactly how to teach reading," he said. "A person is pretty much left to acquire that information when they do their student teaching.

Another incentive for faculty members to write textbooks is the prospect of getting tenure or promotion. According to associate professor Michael Hibbard, chairman of the Promotion and Tenure Committee. writing a textbook that doesn't offer new insight into a subject will not be helpful in this regard "because it really doesn't advance knowledge, it just sort of compiles what already is known about the topic.

"But if your textbook does break new ground in some way, then it would be thought of as a contribution to scholarship, and in that sense, it would be helpful in getting tenure or getting a promotion," he said.

Financial gain does not seem to be a prime motivator for writing textbooks - at least here on campus.

"The money is definitely not worth it," Carnine said. "Some people who write books that sell well make a great deal of money, but for the most part, the renumeration is, on an hourly basis, way less than what you get paid for being a professor.

Goswami made a similar observation about a textbook he wrote called "Concepts of Physics.

'I once calculated how much

ext.4441

FUJI TAPE

**PRESENTS** 

money I made for writing that textbook," he said. "I made a penny an hour because I got only \$2,500 from it and it took two years of intense labor.

McBirney also has calculated his hourly wage as a textbook

"I figured out a while ago that if the thing (his book. "Volcanology") continues to pay royalties at the rate it's going, I will receive something like 35 cents an hour for the work that I have put into it," he said.

But first-time textbook writer Bivins seems to be enjoying financial more success with"Handbook for Public Relations Writing.

"It's only been on the market since January, but apparently it's selling very well," he said. "I really didn't write it thinking in terms of making money. but now that it's actually published, I am making money on it. I feel that I'm doing quite well with it, actually."

Financially successful text-book writing often depends on the size of the classes in the field for which the book is writ-

"In most cases, textbook production is not really lucrative unless you produce a textbook that has incredibly large enroll-ments," McDonald said, noting that psychology textbooks generally have good sales because of the large number of students in each class.

But if you're looking at selling 10 here, 15 there, it's not particularly lucrative," he said.

Another factor affecting sales is the degree of non-student

"The book that Tom Bivins has done on public relations is actually being picked up more in the business than it is in McDonald said. schools." "That's quite a compliment."

Many University authors are motivated by their love of writing and the increased recognition that producing a textbook brings them.

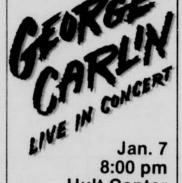
Goswami said writing is "a labor of delight, a labor of service - somewhat selfless. It's a great reward to yourself, and, of course, sharing and communication is the principle reason that we are here. So that's why you write the book," he said.

McDonald recounted a gratifying experience he recently

Turn to Textbooks, Page 12

KINKO'S

Creat copies Creat people 860 E. 13th 344-7894



**Hult Center** 687-5000





THE ULTIMATE INDOOR **TANNING** MACHINE

We've got your tan when you want it! SunShower on campus ipelairs by Kinko

40¢ off one Gyros or Falafel amini

Thursday, January 5, 1989