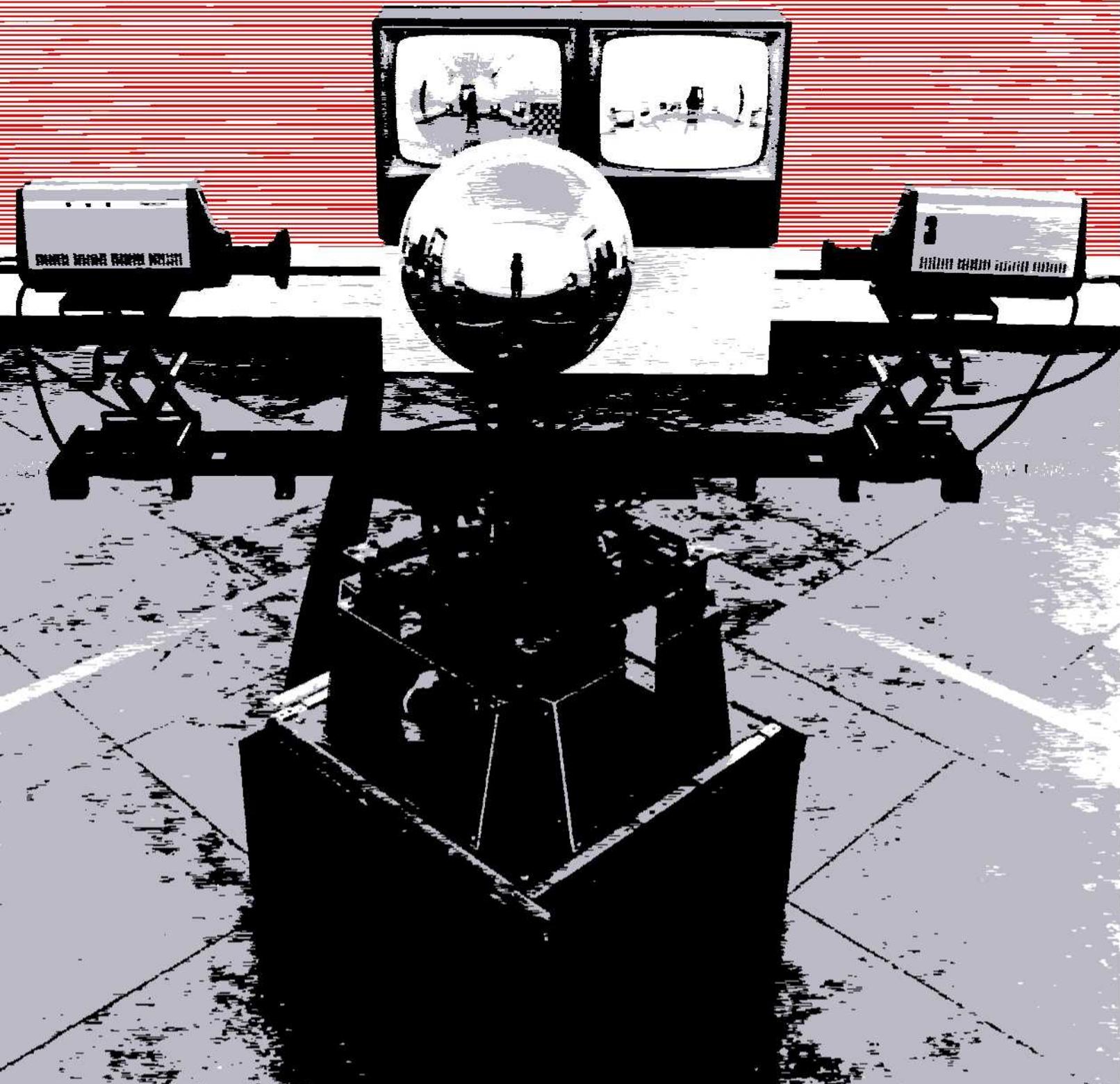


MEDIA STUDY



Programs in the Department of Media Study

U/B's Program in Media Study, which began in 1972, has already developed three areas of coursework leading to undergraduate and graduate degrees in:

1. the making of films, videotapes and other media;
2. the history, theory and analysis of media forms; and:
3. the psychic and social effects of media.

While U/B does not as yet offer a formal bachelor's degree program in Media Study, undergraduates may specialize in this area by proposing a special major through U/B's Division of Undergraduate Education. Meanwhile, degree-granting programs are being developed.

The term "media" is taken to include all of the human symbolic codes, and the intent of U/B's program is to establish a new context for learning about how these codes play a role in the interaction between our consciousness and our culture.

A second objective of the Program is to provide a focus of research in the following areas:

1. the experimental creation of media forms;
2. the critical history, theory, analysis and interpretation of media forms and formats;
3. the relation of the development of media forms to the biological and cultural evolution of man;
4. the relation of media techniques and technologies to social structures and institutions; and

5. the development of media curricula for academic and para-scholastic programs for all ages.

In addition, the Center for Media Study specializes in organizing conferences, seminars and workshops on key problems and issues in these developing fields.

Screenings

A third objective of the Program is to serve the communities of the University, the City of Buffalo and the Western New York region. To these communities, the Program offers a museum of our national and international heritage of film. It shows classic films from the early American period, such as those made by Griffith, Chaplin and Vidor, which are seldom given revivals elsewhere. It also screens experimental, avant-garde and independent personal films. The Program also provides a resource for the hundreds of excellent films in the long documentary tradition of Lumiere, Ver-tov, Grierson, Lorenz, Leacock, and others, which are rarely seen in theaters or on television. Opening the community to the world, the Program has presented Italian, French, Swedish, Iranian, Polish, Russian, Japanese, Yugoslavian, Indian, Chinese, Brazilian and Canadian films in recent years.

Video

In addition, the Program offers the viewing and presentation of innovative and experimental developments in video and more broadly, in the electronic arts. Of especial note was the three day

Design/Electronic Arts Conference which was co-sponsored by the Center for Media Study and Media Study/Buf-falo in March 1977.

Undergraduate Options

Undergraduate students wishing to concentrate in Media Study may propose a Special Major to the Division of Undergraduate Education. The Program in Media Study is also open to double majors, joint majors and a variety of *ad hoc* majors with departments concentrating on other codes, whether of sound (Music), language (English or Foreign), visual images (Art) or human images (Drama and Dance).

Summer Programs

The annual Summer Institute in the Making and Understanding of Film and Media invites teachers, media arts administrators, graduate and undergraduate students and the general public to participate in courses dealing with film and video creation, history, theory and interpretation as related to the development of educational curricula and regional programming. The Summer Institutes are supported by the National Endowment for the Arts for the purpose of improving the standards of media study in colleges and in regional media centers.

Courses

All undergraduate students are welcome to the Program in Media Study. Previous hands-on experience in film and video making is not required for



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beginning courses. Graduate work is undertaken through the Master of Arts in the Humanities Program. Beginning filmmaking and videomaking courses are taught by graduate assistants; all other instruction and research is under the direction of the faculty.

Resources

The Center for Media Study, on U/B's Main Street campus, houses film, video and computer studios, editing facilities, laboratories and equipment rooms, screening rooms, previewing rooms and student lounge areas. There are ample opportunities for screenings of student works, and a student publication, *PHOS*, provides the forum for presentation of articles and research in media related fields.

The Center has a strong relationship to the Educational Communications Center at the University, which houses a collection of over 1500 films in the Media Library, as well as resource materials, journals and books. It also offers conferences and special programs in cooperation with Media Study/Buf-



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falo, a regional media access center located in downtown Buffalo. An archive of the Oral History of the Independent American Cinema, consisting of audio and video-tape interviews with noted filmmakers and directors, has been established by the Center as a resource for scholars from around the world.

Faculty

The faculty are among the most active practitioners of their professions. They serve on arts panels, are awarded grants and prizes, appear at international conferences and meetings and are among the most published and written-about artists today. In her recent Rockefeller Foundation Report, "Video:State of the Art," Johanna Gill wrote:

"In recent years, Buffalo has become a small think-tank for studies in media. This is largely due to the energy, enthusiasm, and ambition of Gerald O'Grady, who has set-up the Media Study Center, an independent program within SUNY at Buffalo. He has assembled a faculty that includes some of the most interesting people

working in film and video today—Paul Sharits and Hollis Frampton in film, and Woody and Steina Vasulka in video. O'Grady has a constant schedule of workshops and conferences, lectures and viewings. He is interested in all aspects of media, from each individual work to the role all the mass media play in our society. The Vasulkas are probably among the most thoughtful, intelligent people working in video, and their work is central to the basic concerns of the medium."

In his essay on U.S. universities, 'Re-defining the Academic Boundaries in the Study of Film, Stephen Heath wrote in *The Times* (London) Higher Education Supplement (#252, August 20, 1976):

"In this perspective, film needs to be grasped within the framework of media centres able to join creative and theoretical work in a fluid and ceaselessly responsive way; the widely acclaimed model of such a centre is the one set up by Gerald O'Grady at State University of New York, Buffalo (an environment in which filmmakers Hollis Frampton and Paul Sharits have been able to work and teach)."

Students

Students taking courses in Media Study come from many departments and frequently combine two or more fields of study. Last year students came from Speech Communications, English, Political Science, Art History, Sociology, Art, Architecture, Philosophy, School of Management, Environmental Design, Psychology, Classics, Linguistics, Humanities. In many cases, students of the Center for Media Study have exceptionally active professional careers concurrent with their academic pursuits. Students come from all parts of the United States and from many continents. A graduate student club participates actively in formulating programs and special events, screening of student works, and voicing concerns of students. Recent graduates are making notable professional contributions throughout the field—in film and video making, teaching, research, administration and social and cultural activity.

For further information, please consult the *Division of Undergraduate Education Bulletin* or contact:

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