

# Antioch College M.A. in Media

## Introduction

\* Media Studies is not Broadcasting and Film or Communication Research, it is not Future Studies or Experimental Education, not Social Science or Journalism. It borrows much from each of these recognized fields and goes beyond. The parameters are undefined.

New technologies and new aesthetics are expanding and reshaping our flow of information, culture, and values. In the over-mediated environment in which we all now grow up, work, and live, Understanding Media is an essential humanity, and Doing Media is an important survival skill.

Antioch is in the process of developing, accrediting, and recruiting for a Master of Arts program in Media Studies. The purpose is not to define and institutionalize a new humanity, rather it is to pull together and give academic recognition and institutional support to speculative research, experimental production design, and

practical application already being explored randomly in other contexts.

Antioch intends to offer the M.A. through coordinated efforts of at least three units of the Antioch Network: The Baltimore-Washington campus, The Center for Understanding Media in New York City, and the Yellow Springs campus in Ohio. Each of these centers will be building onto an already established program, faculty base and pool of essential resources. All centers will share a common central administration. This will facilitate the exchange of faculty among all three units, and students may also take residential study and work in more than one of the geographic centers. Since different centers will be equipped for primary service to different combinations of vocational and academic objectives on the part of students, what follows is each Center's own description of its particular program capabilities.

## ANTIOCH BALTIMORE/WASHINGTON PROGRAM:

(For more information, contact Tom Johnson, Urban-Media Program, 525 St. Paul Street, Baltimore, Md., 21202.)

### PURPOSE: TOWARD MEDIA

- literacy
- competency
- sensitivity

### through examination

- of how we are affected by media,
- of how we can be effective with media;

### through exploration

- of communication research and strategy,
- of moving-image aesthetics,
- of media technologies (present and future);

### through experimentation

- with media (tion) designs,
- with the creative potential of media,
- with documentation modes.

The graduate level program which we propose to offer is not available elsewhere. It is a new field of inquiry built of inter-related media skills and social research concerns which merit academic recognition and institutional support.

We will recruit and develop skilled mediators in the area of applied urban social-animation. The Baltimore Program will be more utilitarian,

more political, and more actively engaged in practical applications than CUM or Yellow Springs. We will be constantly extracting theory from our trial and error, project-based approach, evaluating what we find and incorporating it into subsequent project designs.

The Baltimore-Washington Program for the M.A. in Media Studies will emphasize production and communication related to urban social problems and social change. Community-based media action projects become skill-development vehicles, sources of data on communications problems and possibilities, and stimulus to development of artistic expression and social theory/methodology.

### Clientele

In the first year, beginning September 1973, we expect to admit twenty-five candidates seeking masters level work in media who are not oriented toward broadcast careers or toward traditional filmmaking. It is expected that this group might include:

a. Urban social strategists who want to begin experimenting with media and information flow in a supportive institutional framework.