ANNOUNCING

The First Year Curriculum (1959-60) of
The Annenberg School of Communications
of the University of Pennsylvania
201 South 34th Street, Philadelphia 4

The Annenberg School of Communications, founded to encourage vision and responsibility in the American mass media system, begins with a small, select student body in the fall of 1959. Two kinds of students are invited to apply: (1) recent college graduates from a cross-section of the best American colleges and universities and representing a mixture of academic disciplines selected on the basis of the subject matter of the workshops; and (2) experienced professionals in the media of print, film and broadcasting who will be appointed as Annenberg Fellows. The Fellows will serve as master craftsmen in the production workshops of four to five recent college graduates each. Students accepted for the Inaugural Year will also participate in a series of industry symposia comprehensively examining the role of the mass media in American life. These symposia will bring together outstanding scholars and industry professionals for a frank appraisal of the U.S. media system.

The M.A. degree will be awarded after a year of study in the following curriculum:

Production Workshops: Under the supervision of an experienced professional, each workshop will prepare media messages in significant areas not thoroughly presented by the commercial media. Each workshop will explore all the communication media — print, photo, tape, and film — in its attempt to translate academic knowledge into formats comprehensible and accessible to the general audience. The first year's workshops will be organized in six areas. Each workshop will be asked to rely on the intellectual resources of a particular department at the University of Pennsylvania. There will be three workshops in the Arts and three in the Sciences. Descriptions of the 1959-60 workshops follow:

ARTS

(1) **Man and the Arts:** Documentaries and photo-essays on major American painters such as Ben Shahn, Robert Gwathmey, and Andrew Wyeth. Other artists in sculpture and graphics will be chosen on the initiative of the workshop itself.

(2) **Architecture and Design:** This workshop will explore the relations between art and technology, from industrial design through modern architecture to the total shaping of the urban environment. Documentaries and photo-essays on George Nelson, Edward Stone and Lewis Mumford are on this workshop's agenda.

(3) **Urban Renewal:** This workshop will begin by recording the exciting rebirth of such cities as Philadelphia, Pittsburgh, and New Haven.
American Foreign Policy: Relying on the best research in political science and international relations, this workshop will investigate by means of print, film and broadcasting the various images of America held in the world today. Possible subjects: The Moscow Fair, the United States embassy building program abroad, and the Americanization of visiting foreign students.

Schoolhouse, U.S.A.: In collaboration with the School of Education and the Social Science faculties, this workshop will document how modern communication techniques (including Educational TV) are being used to improve education.

Our Buried Past: Working in conjunction with the University Museum, this workshop will present in a popular way, the intrinsically dramatic explorations of Museum archaeologists and anthropologists throughout the world.

Seminar in Criticism: This course will apply Matthew Arnold's dictum about the best that has been thought and said in the world to the last calendar year's productions in the mass media of print, film and broadcasting. Students will critically analyze both media products and the writings of practicing critics in order to sharpen their own sensibilities for their production workshops. The seminar will also be winnowing entries for International Communications awards to be given each spring by a panel of outstanding critics.

Seminar in Research: The methods of the Social Sciences will be used by each workshop to analyze the effectiveness of the contents of its programs with reference to potential audiences. The course will also introduce students to the existing body of media research both in private studies and in the scholarly journals.

Mass Media and Social Responsibility: This course is essentially a series of weekly lectures by outstanding policy makers in all the mass media. In addition to public lectures, there will be informal confidential examinations of crucial policy decisions in the mass media.

Subject Matter Electives: Members of each workshop will be encouraged to obtain depth in the subject matter of their workshop by electing relevant courses in an appropriate subject matter department at the University. Also recommended are these special interest courses: Sociology 30: Mass Communications in American Society, Dr. Herbert Gans; and American Civilization 460: The Mass Society: Institutions and Ideologies. Dr. Patrick D. Hazard.

This curriculum, to be supported by appropriate required reading, is designed for the maximum freedom that insures rapid personal and professional growth. Annual tuition at the University of Pennsylvania is $1100. Recent college graduates of superior ability are eligible to apply for Annenberg Scholarships valued at up to $2500 plus remission of tuition. Candidates for Annenberg Scholarships should submit an academic transcript, a 1,000 word brief describing his interest in a mass media career, and a letter of recommendation attesting to his ability to do independent work.
Substantially higher financial support is available for a few Annenberg Fellows who must have several years media experience. Candidates for the Annenberg Fellowships should submit a professional resume, a list of publications credits, and a letter of recommendation by a media policymaker.

ALL APPLICATIONS SHOULD BE COMPLETE BY MAY 15th.