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.