FROM THE EDITOR'S DESK

The tragic death of Sol Worth on 29 August has affected all of us who knew him personally and anyone interested in the scholarly study of visual communication. With STUDIES he created one of the finest journals on the image. We all grieve his loss.

Until SAVICOM's board meets on 1 December in Houston, Larry Gross and I have assumed temporary editorship of the journal. Volume 4, Number 2 was sent to our publishers and should be mailed out in late January. Among the items in that issue is an extended obituary for Sol and the announcement that we are soliciting essays in the honor of Sol Worth for Volume 5 (for details see the announcement in this newsletter).

Some of you are reading this newsletter for the first time. We have enclosed it with the Preliminary Program for the 1978 Conference on Visual Anthropology as a way of introducing SAVICOM to new people. If the newsletter interests you and you wish to continue to receive it, or you wish to become a member of the Society for the Anthropology of Visual Communication, please see the information and forms on pages 11 and 12 of this newsletter.

I hope to see you all at COVA in March.

Jay Ruby

SAVICOM NEWSLETTER is a publication of the Society for the Anthropology of Visual Communication. It is published three times a year, Fall - Winter - Spring. It is provided free to all SAVICOM members. Subscriptions are available to individuals and institutions for $3.00 per year. All subscriptions, contributions and correspondence should be addressed to: Jay Ruby, Department of Anthropology, Temple University, Philadelphia, PA. 19122.

EDITOR: Jay Ruby  ASSISTANT EDITOR: Janis Essner
PAPERS IN HONOR OF SOL WORTH

STUDIES IN THE ANTHROPOLOGY OF VISUAL COMMUNICATION will publish papers honoring Sol Worth in Volume 5. We would like to receive papers for consideration in areas which reflect Sol's interests and contributions. In a real sense, the statement of purpose of the Society for the Anthropology of Visual Communication - the study of "human behavior in context through visual means" - could be taken as a capsule description of Sol's interests. He was concerned with most of the wide range of perspectives and problems detailed in the charter of the Society and of the journal. Prominent among these areas would be: visual communications theory and research; visual anthropology and the anthropology of visual communication; ethnography of communication and the relationship among modes of communication; semiotics and ethnographic semiotics; art as communication; film as research and teaching tool; symbolic codes as ways of structuring reality.

As always, and even more particularly in this instance, STUDIES encourages the submission of papers which utilize visual as well as written materials.

Papers submitted in honor of Sol Worth should follow STUDIES format, and should be sent to Larry Gross and Jay Ruby, Co-Editors, STUDIES IN THE ANTHROPOLOGY OF VISUAL COMMUNICATION, c/o The Annenberg School of Communications, University of Pennsylvania, Philadelphia, PA 19104.

FOCUS '78 FILM COMPETITION

The second annual FOCUS Film Competition for college and university students is being sponsored by the Nissan Motor Corporation in U.S.A. in cooperation with Playboy Magazine, Rollei of America, Inc., and Paramount Pictures Corporation.

There will be awards in two areas: FIDMAKING and FILM STUDY. All winners will be flown to the west coast premier and award ceremony via Continental Airlines and stay at the Los Angeles Marriott Hotel. First Place Award is: A $2,500 Scholarship and a Datsun B-210. Second Place Award is: A $1,000 Scholarship and a Rollei SM8 XL Sound Movie Camera. Third Place Award is: A $750 Scholarship and a Rollei RM8 Movie Camera. Honorable Mention Award is: A $250 Scholarship and a Rollei M6 Movie Camera. Awards of Datsun automobiles will also be made to corresponding schools of First Place winners.

Ask for information at your Film, English or other appropriate Department or write to: FOCUS, 530 Fifth Avenue, New York, NY 10036.
FOUNDATION INFORMATION

The Foundation Center is an independent non-profit organization which gathers, analyzes, and disseminates information on philanthropic foundations. Included in its libraries is free information about foundations as separate entities, about the grants they award, and published information about the foundation field. Foundation Center libraries are located at 888 Seventh Avenue, New York, NY 10019 and 1001 Connecticut Avenue, Washington, DC 20036. A list of regional libraries which are open to the public is available from the New York office.

FOUNDATIONS AND FUNDING PUBLICATIONS

The following publications are available from The Foundation Center, 888 Seventh Avenue, New York, NY 10019.

FOUNDATION NEWS is published bimonthly. Each issue contains the Foundation Grants Index and includes news and articles about foundations, funding, new appointments to boards of directors, book reviews, etc. Yearly subscription is $20.00.

ABOUT FOUNDATIONS: HOW TO FIND THE FACTS YOU NEED TO GET A GRANT by Judith B. Margolin shows how to find information about foundations in books, journals, and microfiche. This 40 page illustrated book costs $2.00 prepaid.

WHAT MAKES A GOOD PROPOSAL? by F. Lee and Barbara Jacquette, and WHAT WILL A FOUNDATION LOOK FOR WHEN YOU SUBMIT A GRANT PROPOSAL? by Robert F. Mayer, are two pamphlets available from The Foundation Center.

The following list of Foundation Center publications is available from Columbia University Press, 136 South Broadway, Irvington, NY 10533.

THE FOUNDATION DIRECTORY, EDITION 5, is edited by Marianna O. Lewis. It includes information on 2,533 of the largest grant-making foundations in the United States. Each entry includes the foundation address, date of founding, donors, officers and directors, a brief summary of financial information, and a statement of purpose and activities. The 540 page book is available for $30.00.

THE FOUNDATION GRANTS INDEX is edited by Lee Noe. It is an annual cumulation of grant information and indexes appearing in Foundation News published by The Foundation Center. The cost is $15.00.
THE FOUNDATION CENTER SOURCE BOOK, VOLUMES 1 AND 2, is edited by Terry-Diane Beck and Alexis Teitz Gersumky. It contains essential data for the 227 largest U.S. foundations with giving patterns and assets greater than $7 million. The cost is $65.00 per volume.

The following publications are available from The Arts Patronage Series of the Washington International Arts Letter published by Allied Business Corporation, 1321 4th Street, SW, Washington, DC 20024.

WASHINGTON INTERNATIONAL ARTS LETTER is published ten times a year. It covers the practical aspects of grants and other forms of assistance to the arts and cites names and addresses of those who are doing things. Full attention is given to the workings of the U.S. Arts and Humanities Foundation and the U.S. Office of Education, including advance data and reports of Congressional actions and reactions. Subscriptions: $32.00 institutions (20% library discount); $16.00 individuals.

GRANTS AND AID TO INDIVIDUALS IN THE ARTS, SECOND EDITION is a 160 page paperbound listing sources of financial aid to individual artists in all of the arts and has disciplines index. Cost is $12.95.

MILLIONS FOR THE ARTS: FEDERAL AND STATE CULTURAL PROGRAMS is the result of a survey taken for the U.S. Senate. It contains complete information on what is being done by both Federal and State governments in the areas of the arts and humanities. This 64 page book costs $10.50.

PRIVATE FOUNDATIONS ACTIVE IN THE ARTS, VOLUME 1. This 138 page paperback has information on 630 foundations which have entered or expanded their patronage in the arts and humanities areas from 1965-1970. Cost is $20.00.

PRIVATE FOUNDATIONS AND BUSINESS CORPORATIONS ACTIVE IN ARTS/HUMANITIES/EDUCATION, VOLUME 2 details the history and activities of 1,000 private foundations giving 5,000 selected grants from among an estimated 60,000 studied. This 276 page book includes a capsule description of the outstanding programs of 298 U.S. business corporations during the last decade. Cost is $45.00.

FILM AND VIDEO MAKING GRANTS

THE CREATIVE ARTISTS PUBLIC SERVICE PROGRAM is offering fellowships of $3,500 to $10,000 in the fields of film, video, visual arts, photography, mixed media, poetry, playwriting, fiction, music composition, and choreography. For information and application blanks contact: The Creative Artists Public Service Program, 250 West 57th Street, Room 1424, New York, NY 10019.
INDEPENDENT FILMMAKER PROGRAM has $300,000 in filmmaking grants available. Grants are made to individuals in amounts ranging from $500 to $10,000 with proposals for any type of film project in 16mm or 35mm considered by review committees of professionals in the filmmaking field. For applications write to: Independent Filmmaker Program, c/o American Film Institute, 501 Doheny Road, Beverly Hills, CA 90210.

APPLICATION GUIDELINES PUBLIC MEDIA a booklet published each fiscal year contains application blanks, descriptions of various funding programs, eligibility, application instructions, etc. It is available upon request from: National Endowment for the Media Arts, Mail Stop 552, Washington, DC 20506.

ORGANIZATION OF VISUAL SOCIOLOGY SECTION

The American Sociology Association is currently in the process of attempting to establish a section on Visual Sociology within the association. They have allotted time and space at their national meetings as well as provisions for a newsletter and channels of communication. Feeling that such support and organization is mandatory for the development of film, videotape, and still photography as viable methods of research, teaching and presentation within Sociology, they intend to establish the section with equal recognition given to each medium and each purpose.

Needed is personal support in joining the section (when notice is provided by the A.S.A.) and help in finding and notifying potential members in time to form the section. The cost for sectional membership is approximately $3.00, and 200 members are required before a section can be established.

Currently there is an attempt to form a "master list" of interested individuals. The names of any persons who are members (or potential members) of the A.S.A. and who might be interested in joining such a section should be submitted as quickly as possible. A letter explaining the process and goals will be sent to each name on the final list.

In addition, Derral Cheatwood will be chairing a regular session entitled "Visual Methods in Sociology: Problems in Research and Conceptualization" at the 1978 association meetings in San Francisco. This session will be open for any papers or presentations which are "presentable" within 20 minutes, and which deal with the concept or use of visual imagery in the field, either as research, theory, or visual statement.

Adequate support should enable the A.S.A. to insure regular sessions as well as communication letters and workshops through the establishment of a Visual Sociology Section. Please send the names of interested parties, as well as any suggestions, comments, or words of support to: Derral Cheatwood, University of Baltimore. Charles at Mount Royal. Baltimore MD 21201.
PUBLICATIONS

COMMUNICATION IN THE PACIFIC, edited by D. Lerner and Jim Richstad is a report published by the East-West Center. This collection of papers provides a broad overview of historical forms of communication divided into three sections: traditional communication modes, current political and social changes, and the role of the modern media in these changes. Requests should be addressed to the Publication Office, EWCI, 1777 East-West Road, Honolulu, HI 96822.

COMMUNICATION AND DEVELOPMENT IN CHINA has been published by the East-West Center in its communication monograph series. This issue includes four papers from the First Advanced Summer Seminar (1974) on "Communication and Development" and deals with the transformation of China from a state of poverty and chaos in 1949 to one of relative order and self-sufficiency. Requests for copies should be addressed to the Publications Office, EWCI, 1777 East-West Road, Honolulu, HI 96822.

COMMUNICATION POLICY AND PLANNING FOR DEVELOPMENT is an annotated bibliography published by the East-West Center. It is edited by Syed A. Rahim. This paperback contains 395 items and a subject index. A free copy of this bibliography may be obtained from Population Section, EWCI, 1777 East-West Road, Honolulu, HI 96822.

CULTURAL PLURALISM IN MALAYSIA: POLITICS, MILITARY, MASS MEDIA, EDUCATION, RELIGION AND SOCIAL CLASS, edited by John A. Lent is a new monograph in the "Special Reports" series published by the Center for Southeast Studies of Northern Illinois University. The Center's purpose in publishing this monograph is to present an analysis of the current impact of changing institutions on the evolving patterns of cultural pluralism and social class formation of Malaysia. "Special Reports" are distributed by The Cellar Book Shop, 18090 Wyoming, Detroit, MI 48221.

A COMPLETE VIDEO TRAINING PACKAGE FOR UNESCO consisting of a trainer's manual, user's manual, and videotape will be produced by Fantasy Factory. The package will be based on the Sony Rover, will cover both 525- and 625-line systems, and will be comprised of 8 sections detailing a complete production and distribution cycle. For further information write to: Fantasy Factory, Video Resource Centre, 42 Theobold's Road, London, WCIX 8NW, England.

CARTER ON THE ARTS is a compilation of public statements by President Carter detailing his views on the arts. Published with support from Thomas Melloy, the 48 page paperback is available for $2.50 from Book Department, ACA, 570 Seventh Avenue, New York, NY 10018. Send check or money order with order.
PUBLICATIONS

ACA YELLOW PAGES is a comprehensive telephone directory of the arts recently published by the Associated Councils of the Arts. More than 1,200 entries include arts centers, community arts agencies, national service organizations, and arts publications. Each item lists the organization's name, chief executive, address and phone number. Supported by a grant from the Shell Companies Foundation, the 128 page paperback sells for $7.50. Send check or money order to: Book Department, ACA, 570 Seventh Avenue, New York, NY 10018.

KODAK PHOTOGRAPHIC PRODUCTS 1977-1978 is a new updated catalog (P2-1) now available from the Eastman Kodak Company. The 264 page volume covers products for professional, technical, and scientific photographers as well as those active in audiovisual, instrumentation, motion picture, and advanced amateur photography. The catalog can be obtained by sending $2.00 to Department 454, Eastman Kodak Company, 343 State Street, Rochester, NY 14650.

1977 SAVICOM ELECTION RESULTS

As a result of suggestions and discussion at the 1976 SAVICOM Annual Meeting it was decided that we would try to increase the number of members voting to elect officers by instituting a mail ballot. The 1977 SAVICOM elections were, therefore, carried out through a ballot sent with the first issue of the SAVICOM Newsletter.

While we did increase the number of votes cast by this method, the number of returns was still disappointing. The results as tabulated by Secretary-Treasurer Bob Aibel were as follows:

ELECTED TO SERVE A TWO YEAR TERM ON THE BOARD OF DIRECTORS (1977 - 1979):
John Collier, Jr.; Jay Ruby; and Carroll Williams.

ELECTED TO SERVE A THREE YEAR TERM ON THE ADVISORY COMMITTEE (1977 - 1980):
Dell Hymes and Walter Goldschmidt.

The terms of all new officers begin at the termination of the 1977 SAVICOM Annual Meeting in Houston. At that time the officers of SAVICOM will be as follows:

PRESIDENT - John Adair
SECRETARY-TREASURER - Bob Aibel

BOARD OF DIRECTORS: John Collier, Jr.; Philip Dark; Steve Feld; Gordon Gibson; Jay Ruby; Don Rundstrom; Hubert Smith; and Carroll Williams.

ADVISORY COMMITTEE: Ray Birdwhistell; Emilie de Brigard; Edmund Carpenter; Walter Goldschmidt; Edward Hall; Karl Heider; Dell Hymes; Margaret Mead; and Richard Sorenson.
PERIODICALS

THE MEDIA REPORTER is a new journal concerned with education and training in the press, television, and radio; education and training in film production; the teaching of media studies and mass communications; media criticism; research into both teaching and practice in all branches of the media; and the formation of a media studies association. For more information write to: The Media Reporter, 39 Legh Road, Sale, Cheshire, England.

DEVELOPMENT COMMUNICATION REPORT is a quarterly newsletter published by The Clearinghouse on Development Communication. Find out how media is being used in developing countries; projects using audio cassettes to train Guatemalan women in rural areas about nutrition; a project in Ecuador training a rural radio production team in methods of formative evaluation; as well as sources for further information. To get on mailing list for newsletter write to: Development Communication Report, 1414 22nd Street, NW, Washington, DC 20037.

THE NEWSLETTER OF THE NATIONAL FEDERATION OF LOCAL CABLE PROGRAMMERS, an organization dedicated to furthering and preserving citizen's access rights to local media, is now available. Individual subscriptions are $15.00 per year with membership in the NFLCP. For more information write to: The National Federation of Local Cable Programmers, 763½ Chestnut Street, Dubuque, IA 52001.

SOMATICs MAGAZINE-JOURNAL OF BODILY ARTS AND SCIENCES publishes reports of discoveries, applications and significant new ventures in the somatic field. It is published in the autumn and spring, and subscription rates are $10.00 for individuals, $15.00 for institutions. Single copies are available for $5.00. To subscribe write to: Somatics, 1516 Grant Avenue, Suite 226, Novato, CA 94947.

INDIAN JOURNAL OF COMMUNICATION ARTS aims to provide informed critical opinion and increase the awareness of the communication arts in India. For subscription details of this monthly publication contact: Hem Publishers Private, Ltd., C123 Greater Kailash, New Delhi 110 048 India.

COMMUNICATOR displays a wide interest in media and communication problems as well as articles reprinted from other sources. It is published monthly. For subscription details contact: Indian Institute of Mass Communication Press, D13 NDSE Part II, New Delhi 110049 India.

WACC JOURNAL, a Christian communication quarterly, is now being published at the London headquarters of the World Association for Christian Communication. Dr. Michael Traber is editor, assisted by Ronald T. Englund. For further information write to: WACC, 122 King's Road, London SW3 4TR, England.
FILMS WANTED FOR DISTRIBUTION

FILMMAKERS: We would like to expand our selection of anthropology films. Do you have a completed or partially completed 16mm film that we might consider for distribution? Please contact: James P. Fitzwater, International Film Bureau, Inc., 332 S. Michigan Avenue, Chicago, IL 60604.

FILMS AND TAPES

IN THE BEST INTERESTS OF THE CHILDREN, the first production of the Iris Feminist Collective, is an hour-long color documentary about Lesbian mothers and child custody. For rental and purchase information write to: Iris, Box 26463, Los Angeles, CA 90026.

NOGUCHI: A SCULPTOR'S WORLD is a 27½ minute film about the man Buckminster Fuller called "the comprehensive artist without peer in our time." It is available for sale or rental from: Arnold Eagle, 41 West 47th Street, New York, NY 10036.

THE PIROGUE MAKER is a new 14 minute version of a film made from the original 1947 materials of Arnold Eagle made while he was working in the Bayou with Robert Flaherty. Available for sale and rental from: Arnold Eagle, 41 West 47th Street, New York, NY 10036.

BREAKING WITH OLD IDEAS is the first film from the People's Republic of China to be shown nationwide in the U.S. It is available from a newly formed film production and distribution service that works with "progressive" films that are not readily available through commercial channels. For information write to: October Films, Box 5690, Chicago, IL 60680.

COOPERATION REQUESTED COLUMN

Beginning with the next issue of the NEWSLETTER a "Cooperation Requested" column will appear on a regular basis. Subscribers may ask for obscure references to published or unpublished material on a particular topic; for the names of scholars, filmmakers, and researchers working in a particular geographic region with a particular group of people; for sources of research footage; for examples of behavior found in feature films, in documentaries, etc; for research assistance in a particular project or filmmaking enterprise; for information on previously funded or unfunded on-going research projects; for collections of photographs, rare footage, art forms, etc.; for people willing to organize or participate in a symposium or a specialized publication; and so on.
WORKING PAPERS IN CULTURE AND COMMUNICATION

The first three issues of TEMPLE UNIVERSITY WORKING PAPERS IN CULTURE AND COMMUNICATION are available from the Department of Anthropology at Temple.

TABLE OF CONTENTS FOR VOLUME I, NUMBER 1 - From the 1975 Conference on Culture and Communication: Introductions to Selected Proceedings by Richard Chalfen; Speaking 'Like a Man' in Teamasterville: Culture Patterns of Role Enactment in an Urban Neighborhood by Gerry Philipsen; Political Aspects of Speech Styles in American Trial Courtrooms by William M. O'Barr, Lawrens Walker, John Conley, Bonnie Erickson, and Allan Lind; Touching Behavior: The Application of Semantic Theory to a Problem of Anthropological Analysis by Felicitas D. Goodman; A Communicational Analysis of Interaction in a Bar by Laura Bresler; Rapping With the Iron Pimp: Multi-Media Folkloric Performance in an Urban Black Bar by Michael J. Bell; and Paradigms of Ethnographic Realism by Carol Ann Parssinen.


TABLE OF CONTENTS FOR VOLUME 2, NUMBER 1 - From the 1977 Conference on Culture and Communication: Introduction: Language, Culture and Ideology by Anthony Kroch; Ideology and Language by Norbert Dittmar; On Dialect Acquisition and Communicative Competence: The Case of Puerto Rican Bilinguals by Shana Poplak; A Mitigated Linguistic Presentation of a Challenging Speech Act by Anne R. Bower; Linguistic Relativity and Color Terminology by David Michaels; and Meaning and Rhythm as Psychological Agencies in Piman Curing Songs by Donald M. Bahr.


WORKING PAPERS IN CULTURE AND COMMUNICATION ORDER FORM

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The cost of each issue of the WORKING PAPERS series is $2.00. Readers interested in receiving copies should complete this form and return it to: Dr. Richard Chalfen, Editor WPCC, Department of Anthropology, Temple University, Philadelphia, PA 19122.
SAVICOM NEWSLETTER

VOLUME 6, NUMBER 2

SOCIETY FOR THE ANTHROPOLOGY OF VISUAL COMMUNICATION

PURPOSE - The purpose of the Society for the Anthropology of Visual Communication (SAVICOM) is to bring together and support researchers, scholars, and practitioners who are studying human behavior in context through visual means and who are interested in: the study, use and production of anthropological films and photography for research and teaching; the analysis of visual symbolic forms from a cultural-historical framework; visual theories, technologies and methodologies for recording and analyzing behavior and the relationships among the different modes of communication; the analysis of the structuring of reality as evidenced by visual productions and artifacts; the cross-cultural study of art and artifacts from a social, cultural and visual perception; the study of forms of social organization surrounding the planning, production and use of visual symbolic forms; the support of urgent ethnographic filming; and/or the use of the media in cultural feedback.

HISTORY - The Society was formed in November 1972. It grew out of the Program in Ethnographic Film (PIEF), a committee of the American Anthropological Association founded in 1966. The Society has assumed the responsibility of continuing the activities of PIEF while at the same time expanding its interests to encompass the activities of all social scientists' interests in an anthropological approach to visual communication.

ACTIVITIES - The Society's primary tasks are the coordination and promotion of the interests and activities outlined above. To that end, it publishes STUDIES IN THE ANTHROPOLOGY OF VISUAL COMMUNICATION and occasional Special Publications.

In 1972, PIEF, in conjunction with Temple University and the Anthropology Film Center of Santa Fe, conducted a Summer Training Institute in Visual Anthropology (under the sponsorship of the National Science Foundation). A major concern of SAVICOM is the development of training programs in the anthropology of visual communication. SAVICOM seeks to find ways to encourage and foster such programs both as part of the regular curriculum of departments and as special courses or institutions.

SAVICOM's annual meeting is held during the American Anthropological Association meeting. All SAVICOM members are encouraged to attend. During the AAA meetings SAVICOM sponsors a number of symposia. SAVICOM is also co-sponsor of the Conference on Visual Anthropology and the Conference on Culture and Communication held at Temple University. SAVICOM members receive reduced registration fees for both conferences.

PUBLICATIONS - The following publications are available: STUDIES IN THE ANTHROPOLOGY OF VISUAL COMMUNICATION; HANDBOOK FOR PROXEMIC RESEARCH by Edward T. Hall; SAVICOM NEWSLETTER; and occasional Special Publications. Details for ordering appear on the last page of this Newsletter.
SOCIETY FOR THE ANTHROPOLOGY OF VISUAL COMMUNICATION ORDER FORM

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Mail this form along with a check made payable to: The American Anthropological Association, 1703 New Hampshire Avenue, NW, Washington, DC 20009.

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For a one year subscription, three issues - Fall, Winter, Spring - send this form along with a $3.00 check to: Jay Ruby, Department of Anthropology, Temple University, Philadelphia, PA 19122.