

## **Gene Youngblood to discuss the social implications of mass communications media**

**November 17, 1976**

Media scholar Gene Youngblood will talk about "The Video Revolution: Self-Observing Systems" at 7:30 p.m., Tuesday, Nov. 23, in room 107 of the Third College Lecture Hall, University of California, San Diego.

Youngblood's illustrated discussion of the evolutionary, cultural and political implications of mass communications media opens the 1976-77 UC San Diego Communications Program lecture series. Youngblood, author of many articles, essays and reviews, has taught at the California Institute of the Arts, UCLA, Otis Art Institute and the State University of New York at Buffalo.

His UC San Diego talk is based on research conducted since 1970 under grants from the National Endowment for the Arts, the Rockefeller Foundation and the Rockefeller Brothers Fund. Youngblood's premise is that all social problems -- political, economic, cultural and environmental -- are actually communication problems resulting from flaws in the structure of mass communication media, especially television.

As an alternative to the current mass media, he proposes the development of a "national information utility" -- an amalgam of cable television networks and individuals and groups utilizing portable video recording equipment, video cassette and video disc systems, remote-access computer facilities, domestic communication satellites and new information display devices for the home.

Youngblood claims to use a biological model of society as a living system in order to explain what he sees as the current state of evolutionary crisis in industrial nations.

Author of "Expanded Cinema" (1970) and the forthcoming "The Videosphere" (spring, 1977), Youngblood has been special advisor to the Rockefeller Foundation's Video Art Program. He is a research fellow of Buckminster Fuller's Design Science Institute in Washington, D.C. and of Media Study, Inc. at the State University of New York at Buffalo.

His lecture is cosponsored by the Department of Visual Arts.

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