School of Media Studies, The New School

Christiane Paul
Associate Dean, School of Media Studies, The New School
New York, USA
paulc@newschool.edu

Abstract
The School of Media Studies links media theory, creative production, and management practices to provide students a scaffolding for understanding the social, cultural, and economic impact of emergent media technologies, the expressive capabilities of media forms, and the nuances of diverse global media cultures. The Media Studies program offers innovative graduate studies that educate people for existing and emerging creative, academic, and business careers. It offers an MA in Media Studies, an MS in Media Management, a BA/BS in Media Studies, as well as a Graduate Certificate in Media Management, a Graduate Certificate in Documentary Media Studies, and Continuing Education Certificates in Film Production and Screenwriting.

Keywords
Digital Cinema Production, Documentary Studies, Transmedia and Digital Storytelling, Media Management, Media Analytics, Sound Studies, Participatory Media and Learning, Public Interactives, Transnational Studies.

Setting up for recording in the Media Studies Loft.

Introduction
The School of Media Studies links media theory, creative production, and management practices to provide students a scaffolding for understanding the social, cultural, and economic impact of emergent media technologies, the expressive capabilities of media forms, and the nuances of diverse global media cultures.

The school's vision rests on the foundational principle that experience matters. Experienced faculty combines both media theory and practices to offer students unrivaled expertise and professional guidance. The experiences of students in and outside of the formal classroom manifest a range of learning opportunities for understanding and expressing the human experience of media, in its various forms, diverse cultures, and different social contexts.

The School of Media Studies seeks to inspire, educate, and engage creative media makers, media managers, and students of media cultures to become leaders across disciplines, visionary media artists, bold industry innovators, and socially responsive global citizens.

The New School History
The New School was founded in New York City nearly a century ago by a small group of prominent American intellectuals and educators, among them Charles Beard, John Dewey, James Harvey Robinson, and Thorstein Veblen. Frustrated by the intellectual timidity of traditional colleges, they envisioned a new kind of academic institution where faculty and students would be free to address honestly and directly the problems facing societies in the 20th century. In 1919, they created a school of advanced adult education to bring creative scholars together with citizens interested in improving their understanding of the key issues of the day through active questioning, debate, and discussion. The founders named their new school The New School for Social Research.

Some of the outstanding individuals of the 20th century developed pioneering courses at The New School. In 1948, W.E.B. DuBois taught the first course in African-American history and culture ever taught at a university. Around the same time, Margaret Mead taught courses in anthropology and Karen Horney and Erich Fromm introduced their new approaches to psychoanalysis. The New School also became known internationally for courses in the creative arts taught by some of the 20th century's most innovative artists. Among them were Martha Graham, Frank Lloyd Wright, Aaron Copland, and W.H. Auden. John Cage was involved with academic courses at The New School for Social Research between 1950 and 1960. The New School was the first American university to teach the history of film and one of the first to offer college-level courses in photography and jazz.

Media Studies History
The social impact of mass communication has been studied at The New School since its founding in 1919. The first college course to investigate the motion picture was offered at The New School in 1926. Marshall McLuhan’s
colleague, John Culkin, brought his Center for Understanding Media to The New School in 1975; that year, The New School began offering the Masters’ of Arts degree in media studies. This was one of the first graduate programs of its kind in the United States.

Today, the graduate, undergraduate, and continuing education programs of the School of Media Studies thoughtfully and creatively balance theory and practice. Students are critically engaged with contemporary media scholarship as well as with the latest tools of media production. Our media management students study the changing structure and practices of the creative industries. This foundation enables them to engage in critical research and scholarship, creative production, and the formation of new business opportunities. Their creative projects range from documentary films, to websites and online media experiences, to installations and multimedia projects. Our programs prepare students to participate in many careers and to shape the future of our media landscape and the work of the creative industries.

**Media Studies Programs**

The Media Studies program offers innovative graduate studies that educate people for existing and emerging creative, academic, and business careers. The school also offers an extensive undergraduate curriculum open to degree students in all divisions of the university and to noncredit and general credit continuing education students.

Media Studies offers the following programs:

- **Master of Arts in Media Studies**: This dynamic graduate program applies social theory and research, art and technology, and business education to the investigation of social communication and emergent media forms. 
  - Areas of Study: Digital Cinema Production, Documentary Studies, Media Management, Media Analytics, Media Archaeology, Media History, Criticism, Philosophy, Participatory Media and Learning, Public Interactives, Sound Studies, Transmedia and Digital Storytelling

- **Master of Science in Media Management**: This graduate program is designed for individuals pursuing management careers and media professionals seeking advancement. The curriculum brings together media business practices and critical analysis of communication industries and their practices.

- **Graduate Certificate in Media Management**: This is a condensed business education program for people working or planning to work on the management side of the communication industries, in areas including production management, technology development, marketing, consulting, and entrepreneurship.

- **Graduate Certificate in Documentary Media Studies**: An intensive professional education program for prospective documentarians. Each student develops, shoots, directs, and edits an original short documentary movie on a New York City-related subject. Production work is informed by courses on the history and theory of documentary filmmaking.

- **BA/BS in Media Studies**: Undergraduate courses in media and film for students enrolled in our Bachelor’s Program for Adults and Transfer Students. Students gain conceptual, technical, and practical skills in media analysis, production, and management. In the Media Studies program, students learn to think critically about the creation, distribution, and reception of historic and emergent media forms in a global context.

- **Continuing Education Certificate in Film Production**: This program guides the student through the contemporary art and craft of film production, using traditional 16mm film and digital technologies.

- **Continuing Education Certificate in Screenwriting**: Students are guided through the entire process of writing a script for a full-length motion picture.

**School of Media Studies Projects**

**RED Dog Productions**

RED Dog Productions is a creative agency, launched in 2013, as a platform for generating original content at The New School. RED Dog provides a wide scope of turnkey video solutions, bolstered by the School of Media Studies cutting edge style and supported by the industry professionals that embody our faculty. Our company is staffed almost entirely by New School students, many of whom come from diverse media backgrounds.
Engage Media Lab
Engage Media Lab promotes civic engagement through participatory media projects, empowering the voices of youth and marginalized communities in New York City. Projects inspire critical inquiry into the socio-political issues of the city and cultivate engaged media practitioners.

Public Interactives
Public Interactives is a research-design project led by Dr. Anne Balsamo. The term Public Interactives names the broad category of mediated experiences that are now on offer in communal and public spaces. Public Interactives are technological devices that serve as the stage for digitally mediated conversations with audiences members in communal spaces such as museums, theme parks, tradeshows, outdoor entertainment plazas, and urban streets.

- The AIDS Quilt Touch Digital Experience – funded by grants from the National Endowment for the Humanities, Microsoft Research, and The New School. The team recently presented the project at SIGGRAPH 2015 in Los Angeles.
- Development of an Online Gallery of Public Interactives.
- Prototyping Experimental Embodied Interfaces.
- Exploring Interactivity in the Wild.

School of Media Studies Signature Events

- Creatively Speaking
  Over the past 18 years, Creatively Speaking has become known as the leading film series for presenting independently produced media that conveys a realistic, universal portrayal of people of color.
- DocTalks
  Doc Talks is a biweekly series with contemporary film and video makers, festival programmers and new media distributors, editors, composers, and sound designers.
- Fine Cuts
  Fine Cuts is curated screening series of short film and video works produced by Media Studies students as part of their coursework.
- Kinoscope
  Kinoscope’s mission is to enhance the awareness and understanding of the film and filmmaking process by screening a wide variety of national and international films.
- Ruff Cuts
  RUFF CUTS is a monthly opportunity for students to exhibit and discuss their media works in progress. Students receive constructive feedback from faculty and peers on their film, video and audio works in progress.
- Truth Be Told Documentary Festival
  This annual three-night event offers public screenings of short films made by students in the School of Media Studies’ graduate certificate program in Documentary Media Studies.
- Voice Over
  Media Studies’ annual script reading event where excerpts of screenplays written by students’ completing the Screenwriting Certificate are read before an audience of students, peers and invited film industry professionals.
- Emerging Media, Leading Industries
  Discussion series sponsored in the Media Management program in collaboration with the Center for Communication and The Producer’s Guild of America.
- Mixed Messages
  Mixed Messages is an annual exhibition of outstanding creative work by graduate students in the School of Media Studies.
- Dorothy H. Hirshon Artist / Director in Residence
  Established in 2001 through a bequest from Dorothy Hirshon, a trustee of The New School for 61 years, the program promotes excellence and education in the cinematic arts through screenings, lectures, and master classes with distinguished artists-in-residence.

References

1. School of Media Studies: http://www.newschool.edu/public-engagement/school-of-media-studies/
2. Media Studies Trailer Video: https://www.youtube.com/watch?v=QpER0kGTVoec

Author Biography

Christiane Paul is Associate Prof. and Associate Dean at the School of Media Studies, The New School, and Adjunct Curator of New Media Arts at the Whitney Museum of American Art.