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Editorial

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Editorial

Studies is now in its sixth year of publication. Founded in 1974 by Sol Worth as the journal of the Society for the Anthropology of Visual Communication, *Studies* was a ground-breaking venture in academic publication: a scholarly journal devoted to investigation of visual communications. In the Editor's Introduction to the first issue, Worth wrote that, in the view of the Society,

It was felt that despite the inherent dangers of starting a new publication there was, and had been, so much interest shown by so many people, for so many years, in the relationship between the study of culture and society and such things as painting, the graphic arts, sculpture, dance, movies, photographs, television, and so on, that the time had come to create a common forum where scholars and practitioners interested in the visual media and society could come together to show and discuss what they were doing. [1974:1]

We believe that *Studies* has justified the confidence of its founders. Its high standards and commitment to quality have won recognition and respect from a growing audience in a variety of fields and disciplines. However, while we are proud of the journal, we have long recognized the budgetary and disciplinary limitations imposed by our original auspices. Consequently, in November 1977, we obtained the agreement of the Society's Board of Directors to enter into negotiations with the Annenberg School Press, an activity of The Annenberg School of Communications at the University of Pennsylvania, for the publication of *Studies*. These negotiations were successfully concluded last summer. This issue, Volume 6, Number 1, begins *Studies in Visual Communication*.

Our new auspices will provide us with the funds to initiate triannual issues in our first year and move toward quarterly issues in the near future. We will also have the resources to engage in promotion for the first time—to make *Studies in Visual Communication* visible to the large and varied potential audience who have not previously encountered *Studies in the Anthropology of Visual Communication*.

The new title will make more apparent our existing commitment to solicit and publish contributions from a wide and diverse range of disciplines. We will publish qualitative and quantitative, theoretical and empirical studies on visual communication, drawing from authors in such fields as communication, anthropology, sociology, psychology, art history, film, television, photography, media studies, American studies, history, and philosophy. To help us obtain and evaluate high-quality submissions from the many areas of scholarship that focus upon aspects of visual communication, we have enlisted the assistance of a distinguished group of Consulting Editors. In addition to the considerable benefit we derive from their advice and guidance, their presence on our masthead serves as a manifest signal of the breadth of our interests and the integrity of our standards.

Among the primary areas of continuing interest to us are the study of human behavior in context through visual means; the study of image-producing technologies and other pictorial and visual means of communication; 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 the forms of social organization surrounding the planning, production, and use of visual symbolic forms; and the use of the media in cultural feedback.

Studies in Visual Communication will continue the tradition of a refereed journal that offers scholars and practitioners a forum to publish innovative and original works which deal with visual communication. In his inaugural Editorial, Sol Worth wrote:

The only genuine justification for a publication is the work which it reports and the work which it encourages—by the example of its contents, as well as by providing new work with a place from which it can be seen, used, criticized, and replaced by newer, more interesting, and more illuminating work. [1974:2]

We agree. We also recognize that this position entails a challenge to us, as editors, to provide our readers with the finest examples of scholarship in our field. This is a challenge we accept with enthusiasm and confidence.

Larry Gross and Jay Ruby