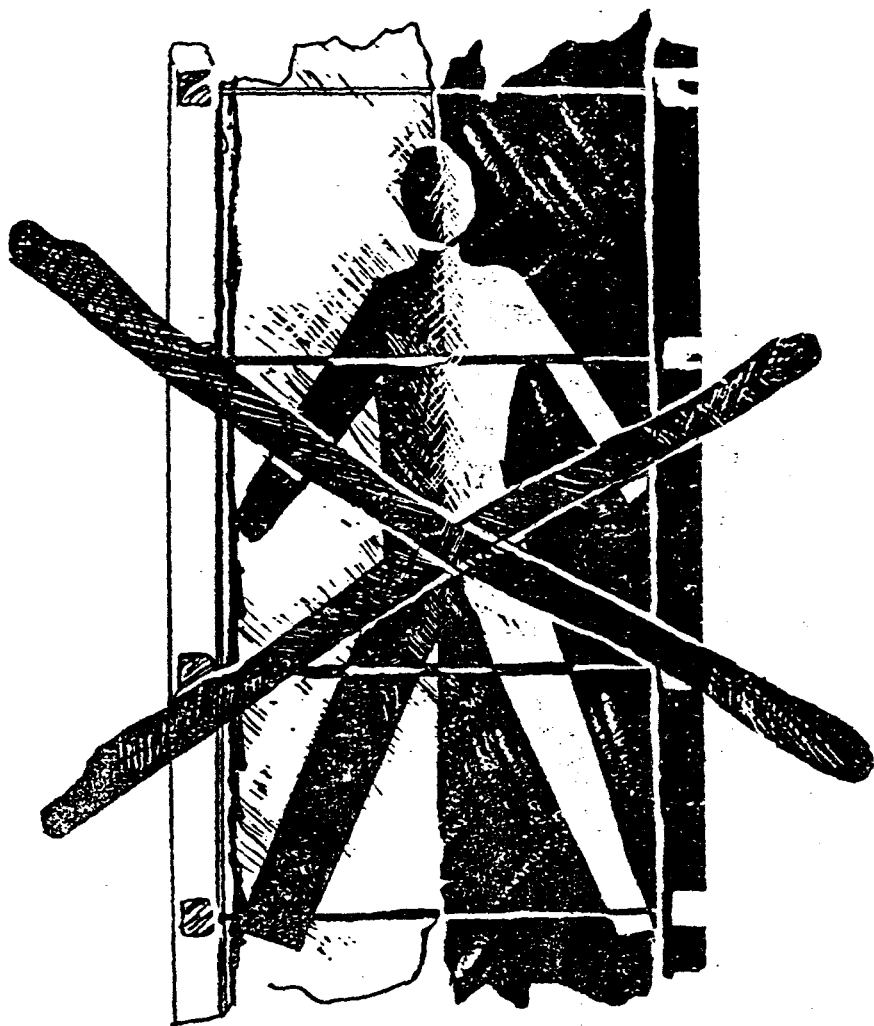


# CRITICAL ARTS

A Journal for Media Studies



(Special issue: South African Cinema)

March 1980 Vol 1 No 1



# EDITORIAL

This, the first issue of Critical Arts: A Journal for Media Studies, marks a milestone in the study of media and the arts in South Africa. It is the only journal devoted entirely to this area of study in this country. The journal will be characterized by a radical perspective on the arts (eg. film, radio, television, theatre, music, press etc.) and media in the McLuhanesque sense. Concern will be with media and communication in a Third World context, while the journal's theoretical leaning will be towards semiotics. Critical Arts will be polemical in nature. It will seek to stimulate the serious study of previously neglected areas such as the role of radio in apartheid society, to establish relevant critical frameworks for the investigation of theatre, film and television etc. This publication will not perpetuate an elitist notion of the arts or bourgeois conceptions of the mass media - it will be concerned with the interpretation of the media and the arts primarily from the point of view of popular culture.

In short, the immediate aim of Critical Arts will be to generate discussion and dialogue between academics and the world at large, and to challenge the existing social structures and social relations which govern the status quo orientation of South Africa's media institutions

This inauguration issue carries a special edition on South African cinema. The study of South African film has hitherto been considered beneath the dignity of most media specialists in South Africa. The papers published here go a long way in establishing the social importance of a study of this country's cinema, particularly in terms of its sociological base. Most of the contributing authors have been involved in a study of local cinema over the last decade, but this is the first time that the seriousness and significance of their work has been recognized academically.

Future editions of Critical Arts will concentrate in specific areas such as theatre and drama, radio, television, advertising etc

The Editors would like to thank all those who contributed in any way to the publication of this first issue: the staff of the Performing Arts Centre, the Johannesburg press for publicising our film shows; the individual film-makers who gave permission for the screening of their films and those involved in the nitty gritty of administration and production. Finally, thanks to our typist, Judi Latter.

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## DRAMA AND THEATRE

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## NOTES ON THE CONTRIBUTORS

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