

Arts for Art's sake,

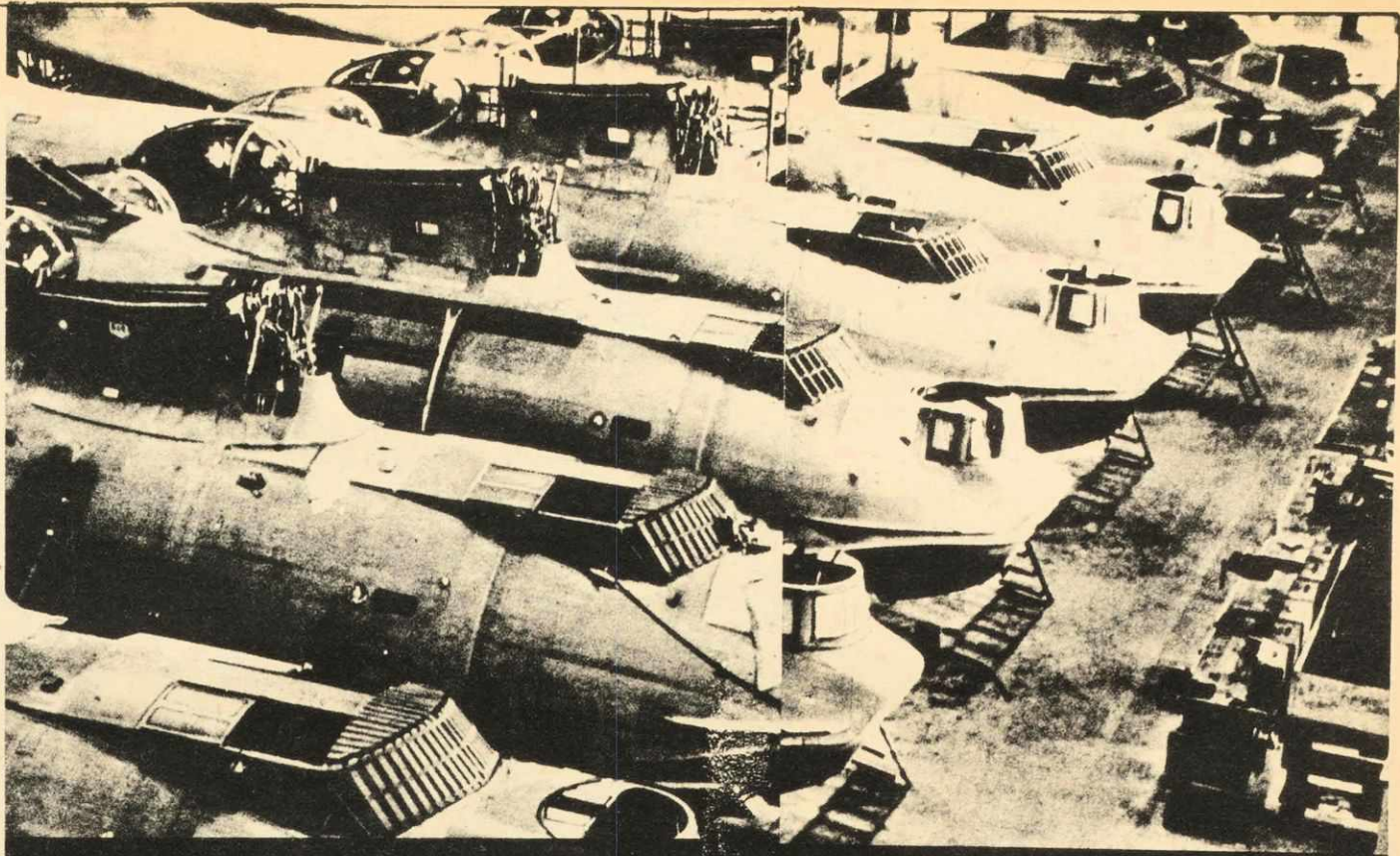
continued from page 17

Newspapers, says McLuhan, by the inquiries they make and the very technology they employ, create the communal experience that they exist to describe. Whatever particular information newspapers convey is inseparable from the impact and function they have in society.

Media of communication, says McLuhan, are vast social metaphors that not only transmit but determine what is knowledge. They not only orient us to the world but they tell us what kind of world exists.

Faced with the pervasive role today's media plays in ordering our lives and forming our basic perceptions, artists are turning to the media technology like video that carry a greater impact on the communal experience. Many of the non-profit "alternative" galleries across Canada now house video equipment and facilities.

Frustrated by the corporate and commercial interests that control access to television and tax-supported institutions like the CBC, these artists working with media technology today, may become the spearhead of political confrontation.



... "as we begin, so shall we go"



Summer School 1979

Discover the Eastern Townships of Québec!

**B
I
S
H
O
P
'
S**

University

is a predominantly English institution attractively situated on a 500 acre tract of land at Lennoxville amid the rolling hills of the Eastern Townships of Southern Quebec.

This year's Summer School features a twelve-week Evening Summer School Session beginning on April 30th and a six-week Day Summer School Session beginning on July 3, 1979.

Subjects offered include:

Biology	Fine Art	Philosophy
Business	Français	Political Science
Computer Science	Geography	Psychology
Economics	History	Religion
Education	Mathematics	Sociology
English	Music	Spanish

On and off-campus accommodation is available at reasonable prices.

Recreational facilities include: live theatre, indoor and outdoor pools, tennis courts, squash, handball, gym, golf, rifle shooting, etc.

For course listings or further information contact:

G. J. Marcotte, Director
Office of Continuing Education
Bishop's University
Lennoxville, Qué. J1M 1Z7
(819) 569-9551

ZAPATAS

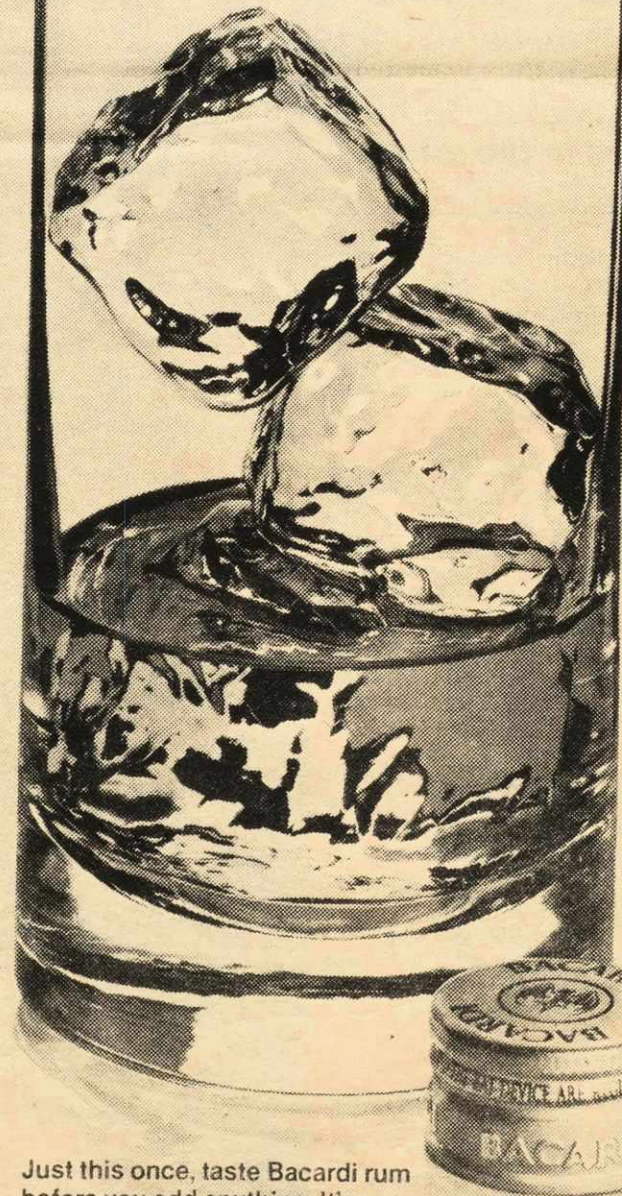


this week and next
Oakley Band

1591 South Park St

Bacardi rum.

Sip it before you mix it.



Just this once, taste Bacardi rum before you add anything. It's a beautiful way to see why Bacardi goes so well with soda, water, ginger and almost anything else.

BACARDI rum