

**Emergency Services  
Centre - 3333**

# University

## Eco Media project

### Films hit Man for environmental folly

A visual indictment of the environment man has built for himself, the food he eats, and the way he treats his natural surroundings is now in the final production stages at the university.

Nine students employed by the department of Instructional Aid Resources in a media-ecology project set out last June to create, in the words of co-ordinator Jack Nyman, "a new and revealing visual statement on various environmental crises facing modern man".

The result of the summer's work is a series of three challenging films, that present man living in barren concrete cities, threatening his cottage lands and eating foods that are sometimes either contaminated or processed such that their nutritional value is seriously reduced.

#### Concrete problems

Nyman, a fourth year psychology student at York, said in an interview this week that not enough research has been done in these areas and the students wanted to get involved with concrete problems.

He said that the situations described in the films "basically present themselves", either visually, or through interviews with psychologists, town planners, architects, dieticians, and other experts in the fields of study.

The project, code named "Eco Media", was sponsored jointly by the university and the Ontario Educational Communications Authority to give the students television experience and get original research done on environmental problems.

Channel 19 is expected to show the films later this year. At the moment they are still in the editing stages.

The students involved in the project claim they did not set out to solve all the problems, but to present them as they are and make some suggestions.

Rick Lambert, a Ryerson graduate in photographic arts now employed with the department of Instructional Aids, said of the cottage land situation that "there is practically no system available now that solves the whole problem of cottage waste removal."

#### Little research

And he added there is "not much" research being done by the Department of Health.

"They should really be grilled. (For example) Flushomatic has developed a system that may be at least a partial solution, but the authorities won't even look at it."

The film produced by the group studying food quality, called On the Banks of Toxi City, hits hard at



Progress takes its toll of places like Kensington Market (above) as they are replaced by redevelopment in the core area of the city (below left). Eco Media project members say this development reflects man's "linear-oriented society" contrary to nature, which has "not one straight line".

manufacturers for refining many of the vitamins and nutrients out of processed food.

One example given by Larry Kazdan, a student in the group, was the removal of wheat germ, which he said is a nutritious ingredient of bread but is removed "because it spoils easily and we want bread which is convenient to make, buy and store."

#### Guinea pigs

Calling food and eating habits

basic reflections of the society we live in, he said "we are all really being guinea pigs" eating processed food of low quality, and wondered aloud whether or not we are "contaminating our foods wholesale with mercury and pesticides".

According to Nyman, who worked in the group looking into the psychological effects on man of his city surroundings, the grid-like structure of cities has a harmful effect but "reflects the values of a linear-oriented society."

"There isn't one straight line in nature," he said, "and none of the great cities in Europe are built the way (North American) ones are."

And he said man was taking this mentality, developed in the city, into the cottage country, to his dining table, and was reinforcing it with each new downtown development in Toronto.

"If we're not careful in planning the growth of (this) city, before long the sky is going to be completely eliminated by concrete."



## Centre examines youth media antiques in new fall program

"The Youth Scene: Promise or Threat" is one of several new courses offered in the fall curriculum of York's Centre for Continuing Education.

The course, beginning September 30 on the York campus, will examine the origins, nature, and future of the youth scene, focusing on the contemporary youth subculture and its difference from its predecessors.

The significance of phenomena such as the drug problem and student unrest will be examined, along with how social agencies and educational institutions adapt to meet the changing needs of young people.

The Centre's Arts and Communications division is offering a new course of interest to antique buffs. "Oriental Antiques" will cover the art artefacts from the two great civilizations of Iran and India giving practical guidance and advice to the potential collector.

Iranian places dating from the 6th century B.C., great mosques, and the Safavid art of the 17th and 18th centuries will be examined as will Indian stone architecture, bronzes, and painting from 2,000 B.C. to the present.

The course will be taught by Colin MacAndrews, lecturer in the Faculty of Environmental Studies beginning October 5 on the York Campus.

Another new course in Arts and Communications will be taught by a York staff member, Arthur

Knowles, Director of Instructional Aid Resources.

"Television and Society: Implications for Educational Communications and Technology" will be appealing to educators or others wishing to examine more closely the impact of television on society.

It will cover important aspects of television's significance in communications generally, with emphasis on its role in advertising, news, public affairs, culture, and instruction. The course begins September 28 and will be held on the York Campus.

Courses in writing and reading offered by the Centre are popular with York students and others returning to school after long absences.

"Effective Reading" uses group and individual instruction, with the most modern equipment and techniques to assist participants to increase reading speed, efficiency, comprehension, and retention.

"Writing Workshop", which begins September 18 on the Glendon

Campus, offers participants experience in writing at the level required for university undergraduate essays and serves to strengthen the use of written English.

A course in creative writing forms a writer's environment to promote individual participants and development of various techniques and approaches, as well as an opportunity to write professionally for publications, broadcasting, theater, or film. "Writing Workshop" begins October 16 on the Glendon Campus.

The Centre for Continuing Education offers non-degree courses for university graduates, for persons seeking improved qualifications in business and the professions, as well as providing general liberal studies for persons who are seeking to fulfill their potentials.

Courses cover reading, writing and languages; mathematics and computers; arts and communications; human relations; and business.

For further information on all courses, call the Centre for Continuing Education at 635-2501.

## Labor leader joins Board

The appointment of David Bruce Archer, president of the Ontario Federation of Labour and vice-president of the Canadian Labour Congress, to the Board of Governors of York University has been announced by Board Chairman, Dr. Robert M. MacIntosh.

An executive member of the Ontario Economic Council and chairman of the Ontario Histadrut Trade Union Council, Mr. Archer

has been a member of the Ontario Labour Relations Board since 1948 and has served as president of both the Toronto and Lakeshore Labour Council and the Textiles Workers' Union, Local 1.



David Bruce Archer

## NFB stages photo exhibit in Ottawa

An exhibition of the work of young (25 or under) Canadian photographers is being organized at the N.F.B. Photo Gallery, Ottawa, for next January. Closing date for submissions is October 14; further details are available from the National Film Board, Still Photography Division, Tunney's Pasture, Ottawa.

### Quote of the week

It would be unsound fancy and self-contradictory to expect that things which have never yet been done can be done except by means which have never yet been tried.

—Francis Bacon

## Faculty briefs

Professor T.A. Hockin, political science, was editor of a book, *Apex of Power*, published by Prentice Hall, Scarborough, Ontario.

Professor M.E. Muldoon, mathematics, was a member of the Summer Research Institute of the Canadian Mathematical Congress at Université Laval from May 17 to August 13, 1971.

Professor R.W. Nicholls, physics, was chairman of a conference session on "Spectroscopy", Eighth International Shock Tube Symposium, Imperial College of Science and Technology, London, England on July 5, 1971.

Professor A.J. Ray, geography, was awarded a Ph.D. degree from the University of Wisconsin, Madison, Wisconsin on June 14, 1971.

Professor M.G. Ross, social science, was elected to the Board of Directors of Associates Acceptance Company, a financial services institution.