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USC LAUNCHES GROUND-BREAKING ONLINE ACADEMIC JOURNAL

Interdisciplinary journal seeks to reshape academic research and publishing

LOS ANGELES — *Vectors*, a peer-reviewed online multimedia journal that aims to cut across academic disciplines to revamp scholarly research and publication practices in the 21st century, will showcase its inaugural issue with a gala event at the Museum of Contemporary Art (MoCA) on Thursday, March 3, the USC Annenberg Center announced today.

“The emergence of digital media – be it video, audio, still images, or networked practices – has dramatically altered our society over the past decade, yet academic publishing has remained rigidly fixed in its printed format,” says Editor Tara McPherson, who also chairs the Division of Critical Studies at the USC School of Cinema-Television. “*Vectors* has the potential to revitalize academic publishing, particularly in the humanities. It could also shift some of academia’s basic pediments – ranging from how we conduct research to how non-traditional works are taken into account when it comes time to hire and promote professors and educators.”

In keeping with its mandate to promote broadly interdisciplinary work, the *Vectors* editorial board features members from over 20 universities, colleges and institutes around the globe, including Stanford, NYU, the University of the Arts in Berlin, and the Universidad de Puerto Rico. Themes run the gamut as well, from the United States’ detention of prisoners in Guantanamo, to WiFi and mobile media, to the impact of contemporary technologies on writers throughout history.

Vectors features commissioned multimedia works produced through collaboration between scholars and artists and also solicits completed works and innovative responses to these works. This collaborative process aims to develop new forms that draw from contemporary media practices and technologies, from blogs to mobile devices, while also underwriting innovative partnerships between diverse cultural institutions. The editors produce two "issues" per year, crystallizing around key themes that highlight the social, political, and cultural stakes of our increasingly technologically-mediated existence.

The *Vectors* launch event takes place from 7 – 10 p.m. in the MoCA auditorium and the courtyard at the Grand Avenue location in downtown Los Angeles. The evening includes a roundtable discussion of publication in the digital age, featuring the *Vectors*’ creative team and authors, and will highlight work by Erik Loyer, Raegan Kelly, N. Katherine Hayles, Alice Gambrell and others. A reception will follow, complete with new media guerilla activity. The event is open to the public.

About the USC Annenberg Center for Communication

The Annenberg Center for Communication was established in 1993 through a \$120 million endowment given to the University of Southern California by Ambassador Walter H. Annenberg. The center supports active research that addresses practical problems in the convergence of technology and communications. The center is directed by a team of respected leaders from arts and entertainment, as well as science and technology, who embrace the cross-disciplinary approach sought in its projects. www.annenberg.edu

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