

# City College of San Francisco Rosenberg Library | Spring 2018

Rough Resemblance | 3<sup>rd</sup> Floor Atrium  
Assignment

Your Name:

Established in 1937, CCSF's *Forum* magazine changed over the years.

1. *Forum* magazine stopped production for most of the 1980s, but was revived in 1989 under the title *City Scriptum*. The title was changed to *Voices* in the late 1990s. This 'identity-crisis' had occurred earlier--during the 1970s--when student editors created a new title for each issue.

Do you think *Forum* should be retitled? Why do you think student editors during the 1970s, late 1980s, and 1990s repeatedly changed the title of *Forum*? Alternatively, why do you think student editors returned to the original title *Forum*?

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2. Since publication, the appearance of the magazine has undergone many changes. Recently, our student editors considered reducing the size of *Forum*'s present dimensions; one suggestion was that the publication resemble a poetry chapbook (small booklet), much like the issues published during the 1950s.

After reviewing the different shapes and sizes of *Forum* issues, which form do you like best? What are the benefits to the form you like best? What are the disadvantages? Do you prefer a physical copy or are you comfortable with a digital copy?

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**Poetry is a core element of the Forum Issues. Take a moment to look at some of the poems in the exhibit.**

3. **"The concrete has no purpose and no end."** When space travel is not an option, get in your car and drive. In Fred Mayer's poem "The Highway" (1945), the highway tears up nature yet circulates individuals far and wide. The rhythmic motion of transportation lulls receptive passengers into a meditation. Traveling creates distance, and in this distance one can get lost.

Why are cars or transportation systems so comfortable to people? Do you think the speaker is driving away or driving towards something?

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4. "...these transistorized gods who vomit forth prizes" You are what you eat. In Phil Murray's poem "12:30" (1968), the speaker experiences mass production in a lunchroom and it tastes like cardboard. With "glittering machines and electronic smiles," the technology that enables mass consumption takes on a devious characteristic: lure the consumer. Do you share the author's viewpoint? Why do attitudes towards technological advancements vary between individuals? What is one technological trend that makes you uncomfortable?

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## Rough Resemblance Resources

*Forum Magazine: City College of San Francisco's Literary Magazine.* City College of San Francisco. 2018.

[forumccsf.org/](http://forumccsf.org/) Accessed 8 February 2018.

Past issues (the current 11 years) are available in the Rosenberg Library Collection:  
[diego.ccsf.edu/record=b1200083~S1](http://diego.ccsf.edu/record=b1200083~S1)

