



The University of Georgia

University Council
Athens, Georgia 30602

April 22, 2010

UNIVERSITY CURRICULUM COMMITTEE – 2009-2010

Mr. David E. Shipley, Chair

Agricultural and Environmental Sciences - Dr. Timothy L. Foutz

Arts and Sciences - Dr. Roxanne Eberle (Arts)

Dr. Rodney Mauricio (Sciences)

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Ecology - Dr. James W. Porter

Education - Dr. Yvette Q. Getch

Environment and Design - Mr. Scott S. Weinberg

Family and Consumer Sciences - Dr. Jan M. Hathcote

Forestry and Natural Resources - Dr. Sarah F. Covert

Journalism and Mass Communication - Dr. Wendy A. Macias

Law – No representative

Pharmacy - Dr. Keith N. Herist

Public and International Affairs - Dr. Jerome S. Legge

Public Health – Dr. Phaedra S. Corso

Social Work - Dr. Patricia M. Reeves

Veterinary Medicine - Dr. K. Paige Carmichael

Graduate School - Dr. Malcolm R. Adams

Undergraduate Student Representative – Cameron Secord

Graduate Student Representative – Lauren King

Dear Colleagues:

The attached proposal to change the name of the major in Broadcast News (A.B.J.) to Digital and Broadcast Journalism (A.B.J.) will be an agenda item for the April 29, 2010, Full University Curriculum Committee meeting.

Sincerely,

David E. Shipley, Chair
University Curriculum Committee

cc: Professor Jere W. Morehead
Dr. Laura D. Jolly

Justification For Changing The Name Of the Broadcast News Major

On March 31, the Department of Telecommunications met to consider a proposal to change the name of one of the Department's majors from "Broadcast News" to "Digital and Broadcast Journalism."

The Department's faculty voted unanimously in favor of the change.

The reason the Department believes this name change is necessary is because of the changing nature of media. The faculty believes the name change better reflects what the Department is teaching in its courses and will help students avoid confusion over what the major offers.

Since 2009, broadcast television stations have been required to broadcast only digital signals. Thus, effectively, all broadcast television is digital. Additionally, the Internet and mobile technologies -- which are, by definition, digital media platforms -- are becoming increasingly important distribution platforms for media content. Increasingly, the content being distributed over those platforms involves the combined written, audio and visual content that was, until only recently, available to audiences only through broadcast television and film. Thus, the distinction between reporting on television and reporting on digital media no longer exists in any realistic sense. Changing the name of the major to reflect that reality will be increasingly important as the line between television and digital becomes as incomprehensible to future generations of students and the line between broadcast television and cable television is to the current generation.

Additionally, the name change better reflects what the Department already is teaching in this major. Students are taught how to report, write, shoot and edit not only for television screens, but also for computer and cell phone screens. They are required to produce not only television newscasts but also Webcasts. They write not only broadcast news stories, but also online news stories that may or may not incorporate video.

The change from "News" to "Journalism" also reflects the current curriculum. The term "Journalism" is a more inclusive term than "News," covering production of a wide range of nonfiction content such as feature stories and other nonfiction content. In addition to reporting breaking and hard news, students in the current "Broadcast News" also produce informational stories, feature stories, sports, business, stories, and weather, to name just a few topical areas. Many students in the major also take the Department's Documentary Film Production course, which involves engaging in journalism and reporting, but not "news" reporting as that term is understood in the media industry.

Thus, the new name more fully reflects both the content of the major but also the future of the industry for which the students are being prepared.



The University of Georgia

Grady College of Journalism and Mass Communication

NAME CHANGE JUSTIFICATION FORM

School/College Name: _____

Proposed Name: _____

Department Name Changes:

Current Department Name: _____

Proposed Department Name: _____

Major Name Changes:

Current Major Name:	Degree	Proposed Major Name:	Degree
<u>Broadcast News</u>	<u>ABJ</u>	<u>Digital and Broadcast Journalism</u>	<u>ABJ</u>
<u>Telecommunication Arts</u>	<u>ABJ</u>	<u>Media Arts</u>	<u>ABJ</u>

Minor Name Change:

Current Minor Name:	Degree	Proposed Minor Name:	Degree
_____	_____	_____	_____

Prefix Changes:

A prefix change package should be submitted after the name change has been approved.

Current Prefix	Department	Proposed Prefix	Department
_____	_____	_____	_____
_____	_____	_____	_____

JUSTIFICATION:

Attach a page justifying changes.

SIGNATURES:

School/College: *E. Culpeper Clark*

Department: *Telecommunications*