



The University of Georgia

University Council
Athens, Georgia 30602

February 6, 2015

UNIVERSITY CURRICULUM COMMITTEE – 2014-2015

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Dear Colleagues:

The attached proposal for the following name changes in the Grady College of Journalism and Mass Communication will be an agenda item for the February 13, 2015, Full University Curriculum Committee meeting:

Department Name Change

From: Telecommunications

To: Entertainment and Media Studies

Major Name Change

From: Mass Media Arts (A.B.J.)

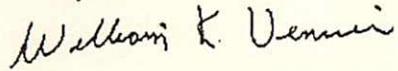
To: Entertainment and Media Studies (A.B.J.)

Prefix Name Change

From: TELE, Telecommunications

To: EMST, Entertainment and Media Studies

Sincerely,

A handwritten signature in cursive script that reads "William K. Vencill".

William K. Vencill, Chair
University Curriculum Committee

cc: Provost Pamela S. Whitten
Dr. Laura D. Jolly

NAME CHANGE JUSTIFICATION FORM

School/College Name: Grady College of Journalism and Mass Communication
Proposed Name: _____

Department Name Changes:

Current Department Name:
Telecommunications

Proposed Department Name:
Entertainment and Media Studies

Major Name Changes:

Current Major Name: Mass Media Arts

Degree
ABJ

Proposed Major Name: Entertainment and Media Studies

Degree
ABJ

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: TELE

Department: Telecommunications

Proposed Prefix: EMST

Department: Entertainment and Media Studies

JUSTIFICATION:

Attach a page justifying changes.

SIGNATURES:

School/College: 

Department:  Andy Kavoori

NOTE OF JUSTIFICATION FOR DEPARTMENT NAME CHANGE

Current Department name: Telecommunications

Proposed Department name: Entertainment and Media Studies

“Entertainment” in all its forms—television, viral video, gaming, and film—dominates the landscape of contemporary mass media. We watch all of this content on a variety of screens from tablets to TV to the big screen.

The department of Telecommunications currently offers a major in Mass Media Arts and a major in digital and Broadcast Journalism. The department reorganization is included in the Grady College reorganization proposal. If approved, the department no longer plans to offer the major in Digital Broadcast Journalism. The new major will be narrowly focused on “Entertainment and Media Studies,” and this new proposed name will accurately describe the department and better reflect the program of study offered by the department.

Entertainment Media is also a field that is growing as a field for entry-level industry jobs. A professional school like the Grady College, which is centered on readying students for the marketplace, is positioning itself to meet the needs of the entertainment media industry with the launch of this new department name.

All industry indicators point to Entertainment being the growth engine for all of media. Grady—and UGA—can ill afford not to make changes to the department name and major name to stay competitive in this important field for a range of reasons—student investment, institutional visibility in Georgia (and the nation), and financial ties to the entertainment media industry.

“Telecommunications” as a name is too narrowly focused on the telephone industry and does not reflect what the department is/will be focused on—creating the next generation of storytellers for the entertainment media industry.

NOTE OF JUSTIFICATION FOR MAJOR NAME CHANGE

Current Major name: Mass Media Arts (A.B.J.)

Proposed Major name: Entertainment and Media Studies (A.B.J.)

The current name of the major (Mass Media Arts) is focused on creative mass media expression, which is an important facet of what the department teaches but does not adequately describe its singular focus on Entertainment. The new major name involves a complete overhaul of the courses currently offered, as well as the addition of one new course, to focus on one element of the media industry (Entertainment) and the skill set needed to enter that field.

“Media Studies” is the conceptual apparatus that will be delivered to students while keeping a narrow focus on entertainment. Media Studies is an interdisciplinary field, which includes a focus on issues of identity, culture, power, and multiculturalism.

The new title of this major thus reflects the ties (and tensions) that will be provided to students, the “Entertainment” part focusing on the skill set needed for entering the media industry while the “Media Studies” part providing the critical language to both interrogate media practices and to create new styles (and contexts) of entertainment storytelling.

NOTE OF JUSTIFICATION FOR PREFIX CHANGE

Current Prefix: TELE, Telecommunications

New Prefix: EMST, Entertainment and Media Studies

The prefix, TELE, Telecommunications, is no longer appropriate for the courses and is too narrowly focused on the telephone industry. The proposed prefix, EMST, Entertainment and Media Studies, is appropriate for the major name change to Entertainment and Media Studies (A.B.J.).