



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 to reorganize the Grady College of Journalism and Mass Communication will be an agenda item for the February 13, 2015, Full University Curriculum Committee meeting.

Sincerely,

William K. Vencill, Chair
University Curriculum Committee

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

Proposal for the Reconfiguration of the Journalism and Telecommunications Departments within the Grady College of Journalism and Mass Communication

January 2015

Part 1. Originators

Dean Charles Davis

Dr. Janice Hume, Professor and Head, Department of Journalism

Dr. Anandam Kavoori, Professor and Head, Department of Telecommunications

Part 2. Organizational Structure Before and After the Proposed Change

This is a proposal to reconfigure the Journalism and Telecommunications Departments of the Grady College of Journalism and Mass Communication in order to bring the study of journalism under the rubric of a single department and to have one department solely focused on entertainment, arguably the fastest growing sector of the media industry.

For industry and historical reasons, the separation of print and broadcast journalism once made sense. However, extraordinary changes in news industries over the past decade have rendered that separation not only impractical but also disadvantageous to students. Today's journalism majors need to be educated to work in multiple platforms, including digital, mobile, broadcast, and print. Based on an understanding of this educational imperative, plus recommendations from the PRAC review and the ACEJMC accreditation review, the college is integrating print and broadcast journalism into a single journalism major. This integration will eliminate numerous course redundancies, as all journalism students will now take a common core.

Similarly, the Telecommunications Department historically included both entertainment (focused on television and film) and journalism (Digital and Broadcast News), but now will focus solely on entertainment and digital storytelling. To that effect, the Department of Telecommunications has requested a change of name to the Department of Entertainment and Media Studies. This renamed department will focus on multiplatform entertainment through courses on creation and production, theory, and media studies.

Faculty from the former Telecommunications Department who work within the broadcast news program will transfer to the Journalism Department. These changes will have no influence on graduate programs as those reside at the college, rather than the departmental, level. The faculty of each department before this change is listed in Figure 1.

Figure 1. Organizational Structures Before Reorganization

Department of Journalism

Janice Hume, Department Head
Lee Becker, Professor
Valerie Boyd, Associate Professor
John Greenman, Professor
Keith Herndon, Visiting Professor
Barry Hollander, Professor
Tom Hudson, Senior Lecturer
Mark Johnson, Senior Lecturer
Vicki Michaelis, Professor
Kent Middleton, Professor
Leara Rhodes, Associate Professor
John Soloski, Professor
Welch Suggs, Associate Professor
Pat Thomas, Professor
Bart Wojdynski, Assistant Professor

Department of Telecommunications

Andy Kavoori, Department Head
Alison Alexander, Professor
Dodie Cantrell Bickley, Lecturer
James Biddle, Senior Lecturer
Michael Castengera, Senior Lecturer
Shira Chess, Assistant Professor
Jeong-Yeob Han, Assistant Professor
David Hazinski, Associate Professor
Itai Himelboim, Assistant Professor
Ann Hollifield, Professor
Jeffrey Jones, Professor
Hartmut Koenitz, Assistant Professor
Nate Kohn, Professor
Bill Lee, Professor
Ivanka Pjesivac, Assistant Professor
Scott Shamp, Professor
Chris Shumway, Academic Professional
Jennifer Smith, Associate Professor

The reconfigured department after the change is listed in Figure 2.

Figure 2. Organizational Structure After Reorganization

Department of Journalism

Janice Hume, Department Head
Lee Becker, Professor
Dodie Cantrell Bickley, Lecturer
Valerie Boyd, Associate Professor
Michael Castengera, Senior Lecturer
John Greenman, Professor
David Hazinski, Associate Professor
Keith Herndon, Visiting Professor
Barry Hollander, Professor
Ann Hollifield, Professor
Tom Hudson, Senior Lecturer
Mark Johnson, Senior Lecturer
Bill Lee, Professor
Vicki Michaelis, Professor
Kent Middleton, Professor
Ivanka Pjesivac, Assistant Professor
Leara Rhodes, Associate Professor
Chris Shumway, Academic Professional
John Soloski, Professor

**Department of Entertainment
and Media Studies**

Andy Kavoori, Department Head
Alison Alexander, Professor
James Biddle, Senior Lecturer
Shira Chess, Assistant Professor
Jeong-Yeob Han, Assistant Professor
Itai Himelboim, Assistant Professor
Jeffrey Jones, Professor
Hartmut Koenitz, Assistant Professor
Nate Kohn, Professor
Scott Shamp, Professor
Jennifer Smith, Associate Professor

Welch Suggs, Associate Professor
Pat Thomas, Professor
Bart Wojdyski, Assistant Professor

The organizational structure after the proposed change will result in

- A. The dissolution of the major in Digital and Broadcast Journalism (A.B.J.)
- B. The integration of journalism into one department with a single undergraduate major
- C. A proposal to rename the Telecommunications Department as the Department of Entertainment and Media Studies
- D. A proposal to rename the major in Mass Media Arts (A.B.J.) to Entertainment and Media Studies (A.B.J.)
- E. A proposal to rename the prefix, TELE, Telecommunications, to EMST, Entertainment and Media Studies

The Grady College will then have four majors: Advertising, Entertainment and Media Studies, Journalism, and Public Relations.

Part 3: Goals

The mission of the reorganized Department of Journalism will be to produce students ready to take their place in a new journalism environment. With a rigorous background in the fundamentals of journalistic practice and with experience in working across platforms, Grady journalism students will be ready to practice journalism from multiple distribution platforms.

The goals to support this mission are to:

1. Develop a unified curriculum leading to the completion of the journalism major
2. Prepare students for the ethical, innovative, and grounded practice of journalism
3. Provide students with an enhanced set of skills that include the ability to become leaders in traditional and emerging digital platforms and journalistic businesses

The Department of Entertainment and Media Studies will continue to prepare students for careers in entertainment media industries. With the change of name, the Entertainment and Media Studies major will focus on creative mass media expression and will use the conceptual framework of media studies to provide a critical language that includes a focus on identity, cultural power, and multiculturalism.

The goals to support this mission are to:

1. Prepare students for professional positions within the entertainment industries
2. Develop skills in the critical analysis of media products and audiences
3. Provide students with an enhanced set of skills that include the ability to work with technology across multiple platforms of distribution

Part 4: Rationale

The goals of these reorganized departments are consistent with the mission of the university and the strategic objectives of the university and the Grady College. The consideration of reorganization is a major platform of the Grady College Strategic Plan 2020 adopted April 24, 2013, and indicated by Goal 5 of that Plan:

Goal 5. Consider the Grady College's organizational structure

This would be an innovative structure reflective of the integrated nature of communication in today's world

Objective: Consider an innovative organizational structure for the Grady College with a restructuring to be voted upon by the faculty by June 2015

Action: Create a college-wide committee to design a new structure that identifies and leverages common educational, research, and outreach objectives

Action: Survey the faculty to gain insight on appropriate future directions and structure

Action: Consult with leaders at other educational institutions, representatives of the communications professions, leaders of communication industries (all of these broadly defined) on undergraduate and graduate education as well as the creation of new knowledge and its dissemination

Action: Combine these inputs into a reorganization plan. The plan should embrace the latest forms of instruction and means of providing that instruction. It also should address issues of faculty expertise, common facilities, and instructional resources.

INDICATORS:

1. Complete survey of faculty
2. Complete consultations with leaders and representatives
3. Create a reorganization plan
4. Present the plan to the faculty for vote by June 2015

This commitment to reorganization is supported by the first objective and actions within Goal 6: Advance professional and conceptual education

Objective 6.1: Integrate core competencies and values into the curriculum

Action: Strengthen the development of critical thinking and effective written and oral communication skills in appropriate formats and technologies

Action: Integrate knowledge and competencies in ethics, theory, research, mass communication institutions, history, law, diversity, management, entrepreneurship, digital media, and data analysis into the curricula

Part 5: Impact on Faculty, Staff, Students and Programs

There will be no adverse effects on any faculty, staff, students or academic degree programs related to the reorganization of these departments. All faculty and staff will retain their positions. All current students will remain in their academic degree programs, and the students will retain their academic advisors.

The hope is that the programs will be implemented in spring of 2016. Due to the high-demand nature of Grady programs, the new curriculum will be easily implemented over a four-semester rolling period, with 1st semester students entering in the spring of 2016, as 4th semester students from the previous curriculum graduate. Faculty from both departments remain committed to enacting this change with no harm or delay to current majors.

Part 6: Resource implications

1. Faculty and staff will retain their current offices, equipment and materials. Therefore no new equipment will be required. Neither faculty nor staff will require remodeling expenses.
2. The faculty search currently underway in Telecommunications will continue.
3. The number of staff required to support the reconfigured departments fall within the current Grady practices for support positions.
4. Professional advisors will be reassigned or reclassified to reflect changing advising requirements.
5. Current laboratories will be reconfigured to seat 20 and to operate with student laptops. The needed changes will use student technology fees.

Part 7. Faculty within the New Unit

Please see Figure 2.

Part 8: Endorsement Process

Associate Dean of Research and Graduate Studies, Jeff Springston, chaired a Visioning Committee created by Dean Davis. This committee was asked to explore the concept and structure of a reconfigured departments model with faculty. During the 2013-2014 academic year, this committee led a series of focus group discussions with Grady faculty about this proposal. Academic departments also discussed these issues in faculty meetings. At the April 18, 2014, Grady College Spring Faculty Meeting, the Visioning Committee proposed the reorganization of the departments that would bring the journalism programs into one department. The resolution passed by secret ballot, with 49 YES and 8 NO votes.

With this document, we submit this proposal for reorganization to the Provost, the University Curriculum Committee, and to the University Council.

Part 9: Implementation Plan

April 18, 2014: The Grady College approved the reorganization

Summer and fall 2014: Departments met to consider and create curriculum for reconfigured departments

December 10, 2014: Curriculum and renaming proposals were submitted by the college curriculum committee at the Grady College Fall Faculty Meeting. The Journalism Curriculum proposals were approved with one negative vote. The Telecommunications proposals to rename the department, major, and prefix were approved unanimously. The Entertainment and Media Studies Curriculum was approved with two negative votes.

January 2015: Proposals for reorganization and curriculum change are forwarded from the college

Spring 2016: Target date for implementation of reorganization and changed curriculum