



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)

Business - Dr. James S. Linek

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 Telecommunication Arts (A.B.J.) to Mass Media Arts (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 Telecommunications Arts 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 "Telecommunications Arts" to "Media Arts."

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 long-standing confusion among students across the university about the focus and content of the Telecommunications Arts major. The term "Telecommunications" generally is associated in the popular mind with technical communication networks and engineering. Most people do not associate the term with content creation and video production. Department faculty members often are asked by students whether the major focuses on telephone networks or computer science. Thus, the faculty believes the proposed name better reflects what the Department is teaching in its courses and will help students avoid confusion over what the major offers.

The content of the Telecommunications Arts is focused in four areas: Video production for film and television; writing for film and television; management, sales and programming for digital media industries; and content production for online, mobile, digital games, and other emerging platforms. In short, the major focuses on preparing students for careers in the creative media industries, with a primary focus on creating entertainment content for digital platforms.

Thus, the new name of Media Arts more fully reflects both the creative focus and the media platform-agnostic nature of our existing major. We believe the new name will help students interested in careers in entertainment media to more easily find the courses that serve their interests.



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

Broadcast News

ABJ

Digital and Broadcast Journalism

ABJ

Telecommunication Arts

ABJ

Media Arts

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

Department

Proposed Prefix

Department

JUSTIFICATION:

Attach a page justifying changes.

SIGNATURES:

School/College:

Steve E. Culpeper Clerk

Department:

Steve Hall