Revision Of Undergraduate And Graduate Programs

Format For Review By University Curriculum Committee (UCC) and Graduate Council.

1. Proposing College / School: Liberal Arts
   Department: Communication & Journalism

2. Title of Affected Program: RTVF (we would like our code to be MDIA)

3. CIP Code of Affected Program: 09.0701
   (If applicable)

4. Proposed Implementation Date: Fall 2014

5. Justification:
   (Include a concise, yet adequate rationale for the revision of the program, citing accreditation, assessments (faculty, graduate, and/or external) where applicable.)

   We request permission to change our program title from Radio/Television/Film to Media Studies.

   Our current program title, Radio/TV/Film, does not accurately reflect our program or the current state of the media industry. We rarely teach radio courses anymore, largely because the industry itself has all but collapsed. Although we continue to teach TV and film courses, the industry is changing so rapidly that distinctions between "TV" and "film" are virtually anachronistic. Indeed, one of the most significant changes of the past 20 years is media "convergence," in which media are owned by conglomerates that increasingly deliver their product via several platforms (TV, digital film, cable, satellite, and Internet). Further, the name "Media Studies" better communicates the scholarly and creative work that we conduct, utilizing a variety of research methods (including criticism, history, and uses), and artistic production (filmmaking, scriptwriting, and visual communication). Thus, the current title of our program does not accurately communicate either the state of our program or the state of media industries. We want to update our title so students, parents, colleagues, and the general public have a better understanding of what we do: we study the media.

   We researched the titles of other media programs at public 4-year colleges/universities in the state, and found none with the same title (Media Studies).

6. Current Degree Requirements (Including All Formal Options):
   (Provide the current curriculum model for the program, as well as for each formal option.)

   **Radio/Television/Film Major**

   Department Core (Required of all CMJN majors, 3 hours):
   CMJN 2100: Concepts in Communication & Journalism*
   *Pre-requisite for RTVF 3300

   Major Core (Required of all RTVF majors, 15 hours)
   CMJN 3350: Visual Communication (3)
   RTVF 3300: Introduction to Mass Communication (3)
   RTVF 3350: Writing for RTVF or RTVF 3380: Broadcast Newswriting (3)
   RTVF 2800: Multimedia Production or RTVF 3420: Introduction to Filmmaking (3)
   RTVF 4920: Internship (3 hours part-time, 6 hours full-time)

   Major Electives Group One
   Select 7 of the following (21)
   RTVF 2350: Intro to Film Studies
RTVF 2800: Introduction to Visual Media
RTVF 2800: Multimedia Production
RTVF 3100: Intermediate Filmmaking
RTVF 3210: Soundtracks
RTVF 3580: Reproducing Popular Culture
RTVF 3820: Sequence Design
RTVF 3970: Special Topics
RTVF 4200: History of American Broadcasting
RTVF 4210: Pop Culture and Mass Media
RTVF 4240: Women & Media
RTVF 4260: Media & Reality
RTVF 4280: Diversity Issues & Mass Media
RTVF 4297: Special Topics (professional)
RTVF 4300: Broadcast Programming & Criticism
RTVF 4310: Media & Society
RTVF 4320: Broadcast Management
CMJN 4330: Media Law & Regulation
RTVF 4340: TV and Family
RTVF 4350: Media Relations
RTVF 4360: History of International Cinema
RTVF 4370: Media & Religion
RTVF 4380: History of American Film Industry
RTVF 4390: Film Authors
RTVF 4410: Advanced Broadcast News Production
RTVF 4420: History of Media Technology
RTVF 4580: Fame, Celebrity and Media Culture
RTVF 4600: Adaptation for the Short Film
RTVF 4970: Special Topics
RTVF 4800: Advanced Multimedia Production
RTVF 4940: Visual Media Projects

Major Electives Group 2
Select 2 of the following courses (6)
COMM 2910: Communication Practicum
COMM 3110: Persuasive Discourse
COMM 3450: Intercultural Communication
COMM 3500: Human Communication
COMM 3600: Rhetoric
JRNL 3410: Photojournalism
JRNL 4410: Journalism History
JRNL 4490: Literary Journalism
PRCM 3040: Found of Public Relations

University core: 41 hours Supporting coursework: 15
College core: 8 hours Electives: 11 hours

Major/Required: 45 hours TOTAL: 120 hours

7. Proposed Degree Requirements (Including All Formal Options):

(Provide the proposed curriculum model for the program, as well as for each formal option.)

Media Studies Major

Department Core (Required of all CMJN majors, 3 hours):
CMJN 2100: Concepts in Communication & Journalism*
*Pre-requisite for RTVF 3300

Major Core (Required of all MDIA majors, 15 hours)
CMJN 3350: Visual Communication (3)
Major Electives Group One
Select 7 of the following (21)

MDIA 2350: Intro to Film Studies
MDIA 2420: Introduction to Filmmaking
MDIA 2800: Introduction to Visual Media
MDIA 2800: Multimedia Production
MDIA 3100: Intermediate Filmmaking
MDIA 3210: Soundtracks
MDIA 3580: Reproducing Popular Culture
MDIA 3820: Sequence Design
MDIA 3970: Special Topics
MDIA 4200: History of American Broadcasting
MDIA 4210: Pop Culture and Mass Media
MDIA 4240: Women & Media
MDIA 4260: Media & Reality
MDIA 4280: Diversity Issues & Mass Media
MDIA 4297: Special Topics (professional)
MDIA 4300: Broadcast Programming & Criticism
MDIA 4310: Media & Society
MDIA 4320: Broadcast Management
CMJN 3330: Media Law & Regulation
MDIA 4340: TV and Family
MDIA 4350: Media Relations
MDIA 4360: History of International Cinema
MDIA 4370: Media & Religion
MDIA 4380: History of American Film Industry
MDIA 4390: Film Authors
MDIA 4410: Advanced Broadcast News Production
MDIA 4420: History of Media Technology
MDIA 4580: Fame, Celebrity and Media Culture
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University core: 41 hours  Supporting coursework: 15
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8. New Courses Required:

(Indicate which courses — if any — are part of the curriculum that are not currently offered.)

no new courses
9. Relationship of Proposed Program to Other Auburn University Programs:
(If the proposed program revision affects any other unit and/or covers material offered by another college/school, attach correspondence with relevant unit.)

Will the program revision affect other program(s) and/or units at Auburn University?  ☑ Yes  ☐ No
Will the program revision replace any existing program(s), or specializations / options / concentrations within existing program(s) at Auburn University?  ☑ Yes  ☐ No

10. New or Additional Resources / Resource Shifting Required:
(If "yes" for any item, please provide explanation in the space provided below.)

Will additional faculty lines be required?  ☑ Yes  ☐ No
Will new or additional space (e.g.: laboratory or classroom) be required?  ☑ Yes  ☐ No
Will additional library resources be required?  ☑ Yes  ☐ No
Will additional GTA support be required?  ☑ Yes  ☐ No

Explanation of or provision for new or additional resources / explanation of program's support or replacement of other programs:


11. Distance Education:
(If Distance Education will be incorporated in the delivery of the proposed program, provide details of implementation, scope, etc.)


TO: College of Liberal Arts Curriculum Committee  
    University Curriculum Committee

FROM: Dr. Jennifer Adams, Executive Director  
    School of Communication & Journalism

RE: Name change for RTVF major to MDIA major

DATE: October 30, 2013

We request permission to change our program title from Radio/Television/Film to Media Studies. We request that "Mass Communication" be deleted, too. (We're not sure why, but "Mass Communication" has always been associated with RTVF.)

Our current program title, Radio/TV/Film, does not accurately reflect our program or the current state of the media industry. We rarely teach radio courses anymore, largely because the industry itself has all but collapsed. Although we continue to teach TV and film courses, the industry is changing so rapidly that distinctions between "TV" and "film" are virtually anachronistic. Indeed, one of the most significant changes of the past 20 years is media "convergence," in which media are owned by conglomerates that increasingly deliver their product via several platforms (TV, digital film, cable, satellite, and internet). Further, the name "Media Studies" better communicates the scholarly and creative work that we conduct, utilizing a variety of research methods (including criticism, history, and uses), and artistic production (filmmaking, scriptwriting, and visual communication). Thus, the current title of our program does not accurately communicate either the state of our program or the state of media industries. We want to update our title so students, parents, colleagues, and the general public have a better understanding of what we do: we study the media.
Nov. 13, 2013

TO:  WHOM IT MAY CONCERN
FROM: DR. JENNIFER WOOD ADAMS
      DIRECTOR
      SCHOOL OF COMMUNICATION AND JOURNALISM

SUBJECT: CIP CODE FOR MEDIA STUDIES PROGRAM (FORMERLY RTVF)

This letter serves to request that the Classification of Instructional Programs (CIP) code used for the Radio-Television-Film program change when the program is renamed to Media Studies.

The CIP code for RTVF is 09.0701. However, the CIP code of 09.0102, which is for Mass Communication and Media Studies, is more accurate for our Media Studies program.

The definition for the 09.0102 code on the National Center for Education Statistics website is more reflective of the content offered in our Media Studies program. The definition is: “A program that focuses on the analysis and criticism of media institutions and media texts, how people experience and understand media content, and the roles of media in producing and transforming culture. Includes instruction in communications regulation, law, and policy; media history; media aesthetics, interpretation, and criticism; the social and cultural effects of mass media; cultural studies; the economics of media industries; visual and media literacy; and the psychology and behavioral aspects of media messages, interpretation, and utilization.”

If you need additional information or have questions, please contact me at adamsj1@auburn.edu or 334-844-2751. Thank you.