

Cover Sheet: Request 15350

Telecommunication Major Name Change

Info

Process	Program Change name Ugrad/Pro
Status	Pending at PV - University Curriculum Committee (UCC)
Submitter	David Ostroff dostroff@ufl.edu
Created	10/17/2020 3:57:54 PM
Updated	10/27/2020 11:47:12 AM
Description of request	The Department of Telecommunication requests a change in the name of the major to "Media Production, Management, and Technology. The department has made parallel proposals to change the names of the Degree and of the Department

Actions

Step	Status	Group	User	Comment	Updated
Department	Approved	JOU - Telecommunicatio 23030000	David Ostroff		10/17/2020
Track Changes Catalog Copy for Name Change.docx					10/17/2020
SUS, AAU, BEA department names.pdf					10/17/2020
Consultation with College of the Arts.pdf					10/17/2020
College	Approved	JOU - College of Journalism and Communications	James Babanikos		10/17/2020
No document changes					
AP for Undergraduate Affairs	Approved	PV - Associate Provost for Undergraduate Affairs	Casey Griffith		10/27/2020
No document changes					
University Curriculum Committee	Pending	PV - University Curriculum Committee (UCC)			10/27/2020
No document changes					
Faculty Senate Steering Committee					
No document changes					
Faculty Senate					
No document changes					
Academic Affairs					
No document changes					
Board of Trustees Notified					
No document changes					
Office of the Registrar					
No document changes					
OIPR Notified					
No document changes					

Step	Status	Group	User	Comment	Updated
Student Academic Support System					
No document changes					
Catalog					
No document changes					
Academic Assessment Committee Notified					
No document changes					
College Notified					
No document changes					

Program-Major/|Change_Name for request 15350

Info

Request: Telecommunication Major Name Change

Description of request: The Department of Telecommunication requests a change in the name of the major to "Media Production, Management, and Technology. The department has made parallel proposals to change the names of the Degree and of the Department

Submitter: David Ostroff dostroff@ufl.edu

Created: 10/17/2020 3:42:39 PM

Form version: 1

Responses

Current Degree Program Name Telecommunication

CIP Code 090701

Requested Name Change Change the name of a major.

Change of CIP Code No

Current Major Name Telecommunication

Proposed Major Name Media Production, Management, and Technology

Current Major Code RTV

Proposed Major Code RTV

Effective Term Earliest Available

Effective Year Earliest Available

Pedagogical Rationale/Justification The current name, "Telecommunication," no longer adequately reflects our discipline and major. The then-Department of Broadcasting changed its name to Telecommunication in the 1970s when cable television and communication satellites joined terrestrial radio and television stations in the electronic media. At about the same time several other universities, including Michigan State and Ohio University made similar changes. Today, the term telecommunication is generally recognized as applying to the telephone industries and professions.

The name change will allow students and employers to better recognize the nature of our program.

Assessment Data Review Assessment is based on the faculty's knowledge of the profession from discussions with professionals and the faculty's own experiences.

Academic Learning Compact and Academic Assessment Plan None

Re: department renaming

□

Label: Inbox UF (3 years) Expires: Fri 5/5/2023 4:26 PM

McFarlin,Diane

Tue 5/5/2020 4:26 PM

Dear Onye:

I am so pleased! This is great news.

Many thanks,

Diane

Diane McFarlin | Dean

College of Journalism and Communications | University of Florida

PO Box 118400 | Gainesville, FL 32611

[352.392.0466](tel:352.392.0466) | dmcfarlin@ufl.edu

From: "Ozuzu,Onye P" <oozuzu@arts.ufl.edu>

Date: Tuesday, May 5, 2020 at 1:53 PM

To: "McFarlin,Diane" <dmcfarlin@ufl.edu>

Cc: "dostroff@ufl.edu" <dostroff@ufl.edu>, Spiro Kiouisis <skiouisis@jou.ufl.edu>

Subject: RE: department renaming

Dear Diane:

Thank you so much for taking the time to hear and consider the concerns raised by our faculty. I have circulated this news and the faculty in both Digital Worlds and the School of Art and Art History support this renaming.

Thanks again. And all the best for the future of this newly named program.

Best,

Onye.

From: McFarlin,Diane <dmcfarlin@ufl.edu>
Sent: Wednesday, April 29, 2020 1:22 PM
To: Ozuzu,Onye P <oozuzu@arts.ufl.edu>
Cc: Ostroff,David Howard <dostroff@ufl.edu>; Kiouisis,Spiro K <skiouisis@jou.ufl.edu>
Subject: department renaming

Hi Onye:

I wanted to let you know that the Telecommunication Department, led by Chair David Ostroff, went back to the drawing board after considering your concerns.

Their alternate proposal of “the Department of Media Production, Management and Technology” was approved unanimously by the CJC faculty at our end-of-semester meeting last week.

As you and I discussed, it is virtually impossible in contemporary times to use nomenclature that doesn't have some crossover with other units. However, this latest option is more specifically tied to our program. I hope you will deem it more acceptable.

All the best,

Diane

Diane McFarlin | Dean

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**Appendix: Department Names in Florida SUS,
AAU Public, and Broadcast Education
Association Institutional Members**

Florida SUS Department Names

Florida A&M

Journalism and Graphic Communication

Florida Atlantic University

School of Communication and Multimedia
Studies

Florida Gulf Coast University

Digital Media Design

Florida International University

Broadcast Media

Florida Polytechnic University

None

Florida State University

Communication

New College of Florida

None

University of Central Florida

Film and Mass Media

University of North Florida

School of Communication

University of South Florida

None

University of West Florida

Communication (Telecommunication
Concentration)

AAU Public Universities

Indiana University

The Media School

Iowa State University

Greenlee School of Journalism &
Communication

Michigan State University

College of Communication Arts and
Sciences/Media and Information

Ohio State University

School of Communication (no major like ours)

Pennsylvania State University

Department of Film-Video and Media Studies
Department of Telecommunications

Purdue University - West Lafayette

Communication

Rutgers

School of Communication and Information

Stony Brook University

School of Journalism

SUNY-Buffalo

None/Communication

Texas A&M

Telecommunication Media Studies

University of Arizona

None (Broadcast Journalism)

UC-Davis

Cinema and Digital Media

UC-Irvine

Film and Media Studies

UCLA

Communication

UC San Diego

Department of Communication

UC Santa Barbara

Communication

University of Colorado Boulder

College of Media, Communication and Information/Dept of Media Studies

University of Illinois at Urbana-Champaign

Media & Cinema Studies

University of Iowa

Cinema

University of Kansas

School of Journalism & Mass Communication

University of Kansas

School of Journalism & Mass Communication

University of Michigan

Communication and Media

University of Minnesota, Twin Cities

Journalism and Mass Communications

University of Missouri

Film Studies (Film Production)/Communication

University of North Carolina-Chapel Hill

Media and Technology Studies and Media Production

University of Texas at Austin

Radio-Television-Film

Broadcast Education Association Institutional Members

Abilene Christian University

JMC Department

Alabama State University

Communication

American University in Cairo

Dept. of Journalism & Mass Communication

Appalachian State University

Depart of Communication

Arizona State University

Walter Cronkite School of Journalism and Mass Communication

Arkansas State University

Dept. of Media

Asbury University

School of Communication Arts

Auburn University

Communication & Journalism

Austin Peay State University

Department of Communication/Broadcast Media

Baldwin Wallace University

Communication Arts & Sciences

Ball State University

Dept. of Telecommunications

Baylor University

Dept of Film & Digital Media

Belmont University

Media Studies Dept

Bemidji State University

Integrated Media

Bethany Lutheran College

Communication Dept

Bethune-Cookman University

Mass Communications

Biola University

Cinema & Media Arts

Bloomsburg University of Pennsylvania

Mass Communications

Bowling Green State University

Media Production & Studies

Bradley University

Dept of Communication

Brigham Young University

School of Communications

Brooklyn College

Dept of Television & Radio

Butler University

Creative Media & Entertainment

California Polytechnic State University San Luis Obispo
Journalism Dept

California State University – Chico
Communication Arts and Sciences Department

California State University - Fresno
Department of Mass Communications & Journalism

California State University - Fullerton
Cinema & TV Arts

California State University - Long Beach
Film and Electronic Arts

California State University - Los Angeles
TV, Film & Media Studies

California State University - Northridge
Cinema & Television Arts

Central Michigan University
School of Broadcast & Cinematic Arts

Central Washington University
Communication Dept.

Claflin University
Mass Communications

Colorado State University
Journalism & Technical Communication

Columbus State University
Communication

DePauw University
Broadcast Communication Department

Drake University
School of Journalism & Mass Comm

Duquesne University
Media

East Carolina University
School of Communication

East Tennessee State University
Mass Communication

Eastern New Mexico University
Communication Dept

Elizabethtown College
Dept of Communications

Elon University
School of Communications

Flagler College
Communication Dept

Florida State University
Communication

Frostburg State University
Dept of Communication

George Fox University
Cinema & Media Communication

George Washington University
School of Media & Public Affairs

Georgia College & State University
Dept of Mass Communication

Georgia Southern University
Communication Arts

Grand Valley State University
School of Communication

Harding University
Dept of Communication

High Point University
Media Production and Entrepreneurship

Hofstra University
Lawrence Herbert School of Communication

Hope College
Communication

Howard University
Cathy Hughes School of Communication

Huntington University
Digital Media Arts

Illinois Central College
Arts & Communication

Illinois State University
School of Communication

Indiana State University
Department of Communication

Indiana University
The Media School

Iowa State University
Greenlee School of Journalism &
Communication

Ithaca College
Roy H Park School of Communications

James Madison University
School of Media Arts & Design

John Carroll University
Tim Russert Depart of Communication

Kansas State University
School of Journalism & Mass Comm

Kent State University
School of Journalism & Mass Comm

Lamar University
Department of Communication and Media

Liberty University
Digital Media & Journalism

Lindenwood University
School of Communications

Linfield College
Journalism & Media Studies

Louisiana State University
Manship School of -Mass Communication

Loyola University New Orleans
Dept. of Studio Art - Digital Filmmaking

Lynn University
College of International Communication

Manhattan College
Communication Dept

Marist College
School of Communication & The Arts

Marquette University
Digital Media & Performing Arts

Marshall University
W. Page Pitt School of Journalism

McPherson College
Communication

Metropolitan State University of Denver
Journalism and Media Production

Michigan State University
College of Communication Arts and
Sciences/Media and Information

Middle Tennessee State University
School of Journalism & Strategic Media

Middle Tennessee State University
Dept of Media Arts

Midwestern State University
Mass Communication

Millersville University of PA
Communication & Theatre

Minnesota State University Moorhead
School of Comm. & Journalism

Mississippi State University
Dept. of Communication

Missouri State University
Dept of Media, Journalism & Film

Morgan State University
Multiplatform Production Department

Muskingum University
Dept of Communication, Media & Theatre

New York University
Arthur L. Carter Journalism Institute

North Carolina Central University
Department of Mass Communication

Northern Arizona University
School of Communication

Northern Illinois University
Dept of Communication

Northern Kentucky University
Communication

Ohio University
School of Media Arts & Studies

Oklahoma State University
School of Media & Strategic Communications

Old Dominion University
Communication & Theatre Art

Pennsylvania State University
Department of Film-Video and Media Studies
Department of Telecommunications

Pepperdine University
Communication Division

Pittsburg State University
Dept of Communication

Purdue University - West Lafayette
Communication

Quinnipiac University
School of Communication

Rhode Island College
Communication Department

Robert Morris University
Media Arts

Rowan University
Department of Radio, Tv, Film

Salisbury University
Communication Arts

Sam Houston State University
Mass Communication

San Diego State University
School of Journalism & Media Studies

San Francisco State University
Broadcast and Electronic Comm. Arts

San Jose State University
Dept. of Film & Theatre

Santa Clara University
Communication

Shippensburg University
Dept of Communication/Journalism

Southeast Missouri State University
Dept of Mass Media

Southeastern Louisiana University
Dept of Languages & Communication

Southern Illinois University @ Carbondale
Dept of Radio, Television & Digital Media

Southern Utah University
Communication Department

St. Cloud State University
Mass Communications

Stony Brook University
School of Journalism

SUNY - New Paltz
Digital Media & Journalism

SUNY - Oswego
Communications Studies

SUNY - Plattsburgh
Communication Studies

Susquehanna University
Dept. of Communication

Syracuse University
Newhouse Public Communications/Television,
Radio and Film

Temple University
Media Studies & Production

Texas Christian University

Film, TV & Digital Media

Texas State University

Mass Communication

Thiel College

Media, Communication & Public Relations

Towson University

Dept of Electronic Media & Film

Trinity University

Dept of Communication

University of Akron

School of Communication

University of Alabama

College of Communication & Information Sciences/Dept of Creative Media

University of Alabama - Birmingham

Dept of Communication

University of Arkansas at Pine Bluff

Multimedia Communications

University of Central Missouri

Dept. of Communication

University of Central Oklahoma

Dept of Communication

University of Cincinnati

Electronic Media Division

University of Colorado Boulder

College of Media, Communication and Information/Dept of Media Studies

University of Connecticut

Dept of Communication

University of Delaware

Communication

University of Georgia

Entertainment & Media Studies

University of Houston

Jack J. Valenti School of Communication

University of Indianapolis

Communications

University of Kansas

School of Journalism & Mass Communication

University of Louisiana at Lafayette

Department of Communication

University of Maryland, College Park

Philip Merrill College of Journalism

University of Miami

School of Communication/Cinema and Interactive Media/Journalism and Media Management

University of Mississippi

Meek School of Journalism & New Media

University of Montana

School of Journalism

University of Nebraska @ Lincoln

Broadcasting

University of Nebraska @ Omaha

School of Communication

University of Nevada, Reno

Reynolds School of Journalism/Media Studies/Visual Communication

University of North Alabama

Dept. of Communications

University of North Carolina @ Chapel Hill

Electronic Communication

University of North Florida

School of Communication

University of North Texas

Department of Media Arts

University of Northern Colorado

Journalism & Media Studies

University of Northern Iowa

Dept of Communication Studies

University of Oklahoma

The Gaylord College of Journalism and Mass
Communication/Creative Media Production

University of San Francisco

Media Studies

University of Scranton

Dept of Communication

University of South Carolina

School of Journalism & Mass Comm

University of Southern California

Annenberg School [for Communication & Journalism](#)

University of Southern Indiana

Communications

University of Southern Mississippi

School of Communication

University of Tennessee @ Knoxville

School of Journalism & Electronic Media News

University of Tennessee @ Martin

Dept of Communications

University of Texas - Arlington

Department of Communication

University of the Incarnate Word

Communication Arts

University of Utah

Dept of Communication

University of West Georgia

Dept of Mass Communications

University of Wisconsin - Eau Claire

Dept of Communication & Journalism

University of Wisconsin - Oshkosh

Radio TV Film Dept

University of Wisconsin - River Falls

Communication & Media Studies

University of Wisconsin - Stevens Point

Division of Communication

Virginia State University

Mass Communication Dept

**Virginia Tech - Virginia Polytechnical
Institute & State University**

Dept of Communication

Washington State University

Murrow College of Communication/Broadcast
Production

West Texas A&M University

Communication

West Virginia University

Reed College of Media/Sports and Adventure
Media

Western Carolina University

Dept. of Communication

Western Illinois University

Dept of Broadcasting

Western Kentucky University

Journalism & Broadcasting

Winston-Salem State University

Comm. & Media Studies Dept.

Xavier University

Digital Innovation, Film and Television

Youngstown State University

Communication Studies

~~Telecommunication~~ **Media Production, Management, and Technology**

major

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- ~~Telecommunication~~ **Media Production, Management, and Technology**

The Department of ~~Telecommunication~~ **Media Production, Management, and Technology** consistently ranks among the top five in the United States and is accredited by the Accrediting Council for Education in Journalism and Mass Communication.

[Undergraduate Catalog](#)

- [Digital Film and Television Production](#)
- [Management and Strategy](#)
- [Media and Society](#)

About this Program

- **College:** [Journalism and Communications](#)
- **Degree:** Bachelor of Science in ~~Telecommunication~~ **Media Production, Management, and Technology**
- **Specializations:** [Digital Film and Television Production](#) | [Management and Strategy](#) | [Media and Society](#)
- **Credits for Degree:** 124
- [Contact](#)

To graduate with this major, students must complete all university, college, and major requirements.

The ~~Telecommunication~~ **Media Production, Management, and Technology** program is one of the most comprehensive in the country, with complete specializations in Digital Film and Video Production, Management and Strategy, and Media and Society.

↑ [Website](#)

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