

Cover Sheet: Request 15230

A Proposal to Change the Name of the Department of Telecommunication to Media Production, Management, and Technology

Info

Process	Unit New/Modify/Close Dept
Status	Pending at PV - University Curriculum Committee (UCC)
Submitter	Casey Griffith cgriffith@aa.ufl.edu
Created	8/24/2020 11:51:27 AM
Updated	8/24/2020 12:15:28 PM
Description of request	The Department of Telecommunication is proposing a change in its name to Department of Media Production, Management, and Technology. This proposal reflects changes in the meaning of "Telecommunication" in our professional environment, leading to confusion among students, potential students, employers recruiting our students and graduates.

Actions

Step	Status	Group	User	Comment	Updated
Department	Approved	JOU - Telecommunication 012303000	David Ostroff		8/24/2020
Name change proposal.pdf					8/24/2020
McFarlin Telecom name change letter 08112020.pdf					8/24/2020
Provost Approval of Name Change.pdf					8/24/2020
Consultation with College of the Arts.pdf					8/24/2020
SUS, AAU, BEA department names.pdf					8/24/2020
College	Approved	JOU - College of Journalism and Communications	James Babanikos		8/24/2020
No document changes					
University Curriculum Committee	Pending	PV - University Curriculum Committee (UCC)			8/24/2020
No document changes					
Graduate Council					
No document changes					
Faculty Senate Steering Committee					
No document changes					
Faculty Senate					
No document changes					
Academic Affairs					
No document changes					
Board of Trustees					
No document changes					
Office of the Registrar					
No document changes					
OIPR Notified					
No document changes					

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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College of Journalism and Communications
Office of the Dean

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352-392-3919 Fax

August 11, 2020

To the University of Florida Community:

I strongly support the Department of Telecommunication's proposal to change its name to "Department of Media Production, Management, and Technology." While "Telecommunication" was adopted by several departments in the mid- to late 1970s, the term has more recently become associated with the telephone industry. Although this proposal is new, the topic has been under consideration by the department for some time and represents careful consideration and exploration.

There is no common name used by similar departments across the country, unlike History, or Journalism. The department faculty believes this name more accurately describes its academic and scholarly activities.

The proposal has been approved by the College's Curriculum and Teaching Committee, Faculty Senate, and the entire faculty.

Sincerely,

A handwritten signature in black ink that reads 'Diane McFarlin'.

Diane McFarlin
Dean
College of Journalism and Communications
University of Florida

A Proposal to Change the Name of the Department of Telecommunication to Media Production, Management, and Technology

1. A description of the proposed change, the rationale for the change, any budgetary implications, and its possible impacts on faculty and students.

The Department of Telecommunication is proposing a change in its name to ***Department of Media Production, Management, and Technology***. This proposal reflects changes in the meaning of “Telecommunication” in our professional environment, leading to confusion among students, potential students, employers recruiting our students and graduates.

In the mid- to late-1970s, what was then the Department of Broadcasting changed its name to Telecommunication. This reflected changes in our profession/industries as cable television and satellite-to-home services joined traditional radio and television. Several universities, such as Michigan State University, and Ohio University made the same change (in addition to “Broadcasting,” departments were commonly referred to as “Radio-Television,” some combination including both names, sometimes including “Film” in the title.

In the early to mid-1990s “Telecommunication,” began to increasingly be applied to the telephone sector, especially wireless services. As applied to our academic unit, the term was increasingly misunderstood by those outside of the discipline. One of our alumni, who graduated in the 1980s contacted us to complain about the current name, because he was being overlooked on Linked-In for jobs in the television industry because recruiters did not realize the meaning of his “Telecommunication” degree. We occasionally receive inquiries from students outside the University who are seeking an Engineering-related Telecommunication graduate degree. Less seriously, but equally indicative, our department office regularly receives calls from around the University to report problems with their telephone systems.

There is no consistent name applied to departments in our discipline. Most such departments are usually housed in colleges of “Liberal Arts and Sciences,” or in colleges of “Communication.” In general, while there may be differences in overall curriculum, the name of a Department of History, a Department of Biology, or a Department of Journalism can be generally understood to mean a well-defined, specific academic focus. Attached is an appendix showing the names of departments similar to ours in the Florida SUS, AAU public institutions, and the institutional members of the Broadcast Education Association. There is no consistency, little similarity, and a wide variety of names. This is mirrored in our professional environment. Major entities include The National Broadcasting Association, National Association of Television Program Executives, the National Cable and Telecommunication Association, and so on. The Federal Communications Commission unit that oversees radio, television, cable, and satellites is the Media Bureau.

The variety of department names around the country also reflects the variety of department foci. Reflecting our size and resources, we offer more in-depth preparation in certain specialized areas than most others, and more variety. Similar to most such departments, we offer a specialization in program creation (in our case, Digital Film and Video Production). Unlike many, if not most, we offer a Media and Society track which prepares students for a digital and multinational/multicultural environment. We are one of a handful of departments to offer a Management and Strategy track; Michigan State, Indiana, Ohio, and Georgia are most notable.

Our programs emphasize professional development and skills. Many departments which include the term “Studies,” in their name have a focus or track devoted to an understanding of media effects, criticism, or other non-skills topics.

Given the lack of consistency among department names, and the variety of structures and specializations, we believe “Media Production, Management, and Technology” best reflects who we are, what we do, and will provide clarity to potential students, faculty members, employers, and the university community.

We believe “Media” is clear in its meaning, and encompasses the range of instruction and scholarship we carry out. We focus on the creation, distribution, management, and use of video, audio, digital film, and interactive/immersive content.

Our Digital Film and Video Production students and faculty create fiction and non-fiction content. Our alumni are the crew members, directors, producers, writers, and “show-runners” for network and syndicated television programs, and work in live sports, such as ESPN.

Students and faculty in our Management and Strategy track explore audience research and analytics, economic theory, and approaches to the management of television and radio stations, cable systems, and emerging platforms and the law and regulation of media.

Our Media and Society track combines technologies for message creation for digital and social media with an appreciation of the historical and policy environment of media in a global society.

In sum, the name “Telecommunication” no longer is an accurate description of our teaching and scholarship. “Media Production, Management, and Technology” encompasses the different approaches we apply to the media world in which we live.

Budgetary impact. While it is not possible to give a complete picture of the budgetary impact at this time, expenses would be expected to include signage in and around Weimer Hall, stationery (letterhead and business cards) web pages managed by the College and such University sites as those managed by the Registrar, the University Directory and other information sources. One unknown might be with PeopleSoft systems. For example, there are currently accounts which include “Telecommunication” in their title. We are unable to predict how difficult it will be to make changes to reflect the new department name. However, these systems are used by a small number of staff and administrators who would understand if the names remained “Telecommunication” for a short time.

Impact on faculty and students. We can foresee no negative impacts on faculty or students. As stated, above, we believe the name changes will benefit students by making their academic specialty more clear to potential employers, or when applying to graduate programs.

Similarly, as reflected in the faculty’s desire to change the department’s name, and the subsequent vote in favor of Media Production, Management and Technology, we do not believe the change will have negative consequences.

2. A tally of the vote of faculty in the affected unit(s)

The department faculty voted 14-4 to propose Media Production, Management, and Technology. Those opposed favored a shorter name. The proposal has also been approved unanimously by votes of the College Senate, the College Curriculum committee, and the full College faculty.

3. A description of the input received from appropriate Academic Unit faculty governing bodies (i.e., college faculty council, departmental committee, or external advisory board).

As noted, above, there is no standard or common name for departments such as ours. Department faculty discussed possible names during several faculty meetings in 2018-19 (informal discussions had been taking place for several years). We also devoted a session with our department Advisory Council in Fall 2018 (the council consists of twenty professionals).

After the department vote, we discussed our decision with the Dean and Executive Associate Dean. At their urging we discussed the issue with the chairs of other departments in the College and with the College Curriculum and Teaching Committee and the College Senate. All expressed support for our proposal.

4. A statement of support from the appropriate Dean or Director, Vice President, and Provost: Uploaded to approval system



Office of the Provost
and Senior Vice President

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July 30, 2020

MEMORANDUM

TO: Diane McFarlin
Dean, College of Journalism and Communications

FROM: Joseph Glover *JG*
Provost and Senior Vice President for Academic Affairs

SUBJECT: Request to Change the Name of the Department of Telecommunication

I have reviewed the proposal and request to change the name of the Department of Telecommunication to the Department of Media Production, Management and Technology within the College of Journalism and Communications. I am supportive of the College of Journalism and Communication changing the name of the Department of Telecommunication.

Thank you.

JG/rjh

The Foundation for The Gator Nation
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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

Department 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