

Cover Sheet: Request 15186

Change Degree/Major Name from Telecommunication

Info

Process	Program Change name Ugrad/Pro
Status	Pending at FAC - Faculty Senate Steering Committee
Submitter	David Ostroff dostroff@ufl.edu
Created	7/17/2020 3:53:43 PM
Updated	11/17/2020 4:06:37 PM
Description of request	Request name of degree and major from Telecommunication to Media Production, Management, and Technology

Actions

Step	Status	Group	User	Comment	Updated
Department	Approved	JOU - Telecommunication 23030000	David Ostroff		7/17/2020
SUS, AAU, BEA department names.docx					7/17/2020
Track Changes Catalog Copy for Name Change.docx					7/17/2020
College	Approved	JOU - College of Journalism and Communications	James Babanikos		7/17/2020
No document changes					
AP for Undergraduate Affairs	Approved	PV - APUG Review	Casey Griffith		8/27/2020
Consultation with College of the Arts.pdf					8/15/2020
University Curriculum Committee	Tabled	PV - University Curriculum Committee (UCC)	Casey Griffith	Tabled until additional request is made so both may appear on UCC agenda together.	10/6/2020
No document changes					
University Curriculum Committee	Commented	PV - University Curriculum Committee (UCC)	Lee Morrison	Added to the UCC November agenda. If approved, it will be effective Summer 2021.	11/13/2020
No document changes					
University Curriculum Committee	Approved	PV - University Curriculum Committee (UCC)	Casey Griffith		11/17/2020
No document changes					
Faculty Senate Steering Committee	Pending	FAC - Faculty Senate Steering Committee			11/17/2020
No document changes					
Faculty Senate					
No document changes					
Academic Affairs					
No document changes					
Board of Trustees Notified					
No document changes					

Step	Status	Group	User	Comment	Updated
Office of the Registrar					
No document changes					
OIPR Notified					
No document changes					
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 15186

Info

Request: Change Degree/Major Name from Telecommunication

Description of request: Request name of degree and major from Telecommunication to Media Production, Management, and Technology

Submitter: David Ostroff dostroff@ufl.edu

Created: 10/17/2020 3:37:09 PM

Form version: 2

Responses

Current Degree Program Name Telecommunication

CIP Code 090701

Requested Name Change Change the name of the degree program.

Change of CIP Code No

Proposed Degree Program Name Media Production, Management, and Technology

Effective Term Earliest Available

Effective Year Earliest Available

Pedagogical Rationale/Justification The major's current name, "Telecommunication," no longer adequately defines our discipline and major. The then-Department of Broadcasting changed its name to Telecommunication in the 1970s, when cable television and communication satellite services 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 industry and professions.

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

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

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

College of Journalism and Communications | University of Florida

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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

Georae Fox Universitv

Georgia Tech 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

†Dent of Communication

↑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

↑Morrow 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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- [Journalism and Communications, College of](#)
- ~~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](#)

CONTACT

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