PROPOSAL:  Bachelor of Arts in Digital Media and Journalism

Background

The Undergraduate Studies Council of the Faculty Senate has approved the creation of the Bachelor of Arts in Digital Media and Journalism. This new major, consisting of 33 credit hours, is a synthesis of two existing majors in the School of Communication – the journalism major and the telecommunications and information management major – and a new area of study that is in response to student demand, and that is a communication major that is focused in the media professions. This major represents an efficient delivery of the areas of study and research traditionally and currently in the School of Communication, offering a major at the intersections of communication, media theory, media production and service-based narrative journalism. It emphasizes a foundational and core set of courses that educate students in the economic, technical, aesthetic and practical aspects of digital media and journalism today and into the foreseeable future. The School of Communication is constantly adapting and innovating its curriculum to address the still-changing media landscape and prepare students for careers in the media professions and this proposal is an example of that effort.

Recommended Action

Create the Bachelor of Arts in Digital Media and Journalism.