GENERAL FACULTY
Agenda Item

Date: February 3, 2011
Number: V. 1. d. 2)

Subject: Change of Mass Media Program from Electronic Media to Film and Video

Description:

The program is being changed from Electronic Media to Film and Video because of the rapid shift within the broadcasting and film industries toward an emphasis on a broader content creation for media distributors, contemporary video and film venues, the internet, and various mobile media. The broadcast journalism component is being distributed to another program.

Approved by Faculty Senate: January 24, 2011

Financial Implications: None.

Requested Action: General Faculty approval.

Presented By: Dr. Randall Pembrook, Vice President for Academic Affairs
Dr. Nancy Tate, Associate Vice President for Academic Affairs
COLLEGE OF ARTS AND SCIENCES
PROGRAM CHANGES/DELETIONS

Signature
Dept. Chair
Kathy Mengi

Recommendation
Review Date
Approve
3/22/10

Division
John Hunter

Department of Edu.
3/29/10

(If course relates to teacher certification program.)

Dean
Cordell McCuen

Approved
9/16/10

Curriculum Committee
Frederick P. Silverman

Approved
10/22/10

Accepted By CFC

Approved
11/3/10

CAS Faculty

University Faculty

Approved
Dec. 9, 2010

Approved By:

WU Board of Regents

General Information:

Change ☒  Deletion ☐

1. Reason for this program change or deletion?
Program being changed: ELECTRONIC MEDIA.
This program is being changed from Electronic Media to Film and Video because of the rapid shift within the broadcasting and film industries toward an emphasis on a broader content creation for media distributors, contemporary video and film venues, the internet, and various mobile media.

2. Complete revised description (including program title, requirements, courses within program, credits, and prerequisites)

Film and Video Emphasis in Mass Media Department (40 hours)
(16 hours MM Core; 18 required courses in emphasis; 6 hours mm electives)

CORE:
MM100 Introduction to Mass Media (3)
MM200 Media Bootcamp (2)
MM290 Media Literacy (3)
MM300 Media Law (3)
MM413 Advanced Media Lab (1+1)
MM 494 Internship (3)
total: 16 hours

FILM AND VIDEO courses
MM 212 Digital Filmmaking I (1)
MM 302/502 Cinematic Storytelling (3)
MM 312/512 Digital Cinematography (3)
MM 350/550 Film Editing & Theory (3)
MM 405/605 The Documentary Film (3)

Changes
Cordell McCuen
10/23/10

Revised April, 2007
MM 411/515 Entrepreneurial Media (3)
MM 414/514 Digital Filmmaking II (2)
Elective credit: 6 hours in other mass media classes

Deletions

3. Is the program being deleted from the catalog being replaced with another program? Yes □  No □
   If so, please explain.

4. Is the content of this program being distributed to another program?
The Broadcast Journalism component is being distributed to another program (contemporary Journalism).

Changes

5. Describe the nature of the proposed change.
   This places the department more in line with the field of film and video.

6. Do you currently have the equipment and facilities to teach the classes within the proposed change?
   Yes