

PROGRAM CHANGE PROPOSAL - Form P-2

COLLEGE CHABSS CoBA CoEHHS CSM

TITLE OF PROGRAM Mass Media Discipline _____

Check one: Change to Program Program Deletion

TITLE OF DEGREE PROGRAM: Media Studies

This form is the signature sheet for a change to, or deletion of, an existing program.
 Note that the addition of a new option/concentration/emphasis/track is a new "program," and requires the use of Form P.

For a change to a program,

1. Attach a page (or pages) giving a brief summary of the purpose of this proposal, and its connection to the mission and student learning outcomes of the program.
2. Attach catalog copy showing exactly how the program should appear in the catalog if the changes are approved.

For a program deletion, attach a statement explaining the impact on students: how will the program be "taught-out" for declared majors?

Does this proposal impact other disciplines or units? Yes No If yes, obtain signature(s).
 Any objections or concerns should be stated in writing and attached to this form. Please check the box to indicate whether a memo has been attached.

<u>Art and Technology / School of Arts</u>	Signature <u>[Signature]</u> <input type="checkbox"/>	Date <u>4/3/17</u>	Support <input checked="" type="checkbox"/> Oppose <input type="checkbox"/>
Discipline/Unit _____	Signature _____ <input type="checkbox"/>	Date _____	Support <input type="checkbox"/> Oppose <input type="checkbox"/>
Discipline/Unit _____	Signature _____ <input type="checkbox"/>	Date _____	Support <input type="checkbox"/> Oppose <input type="checkbox"/>
Discipline/Unit _____	Signature _____ <input type="checkbox"/>	Date _____	Support <input type="checkbox"/> Oppose <input type="checkbox"/>

1. <u>Joonsong Lee</u> Originator (Please Print)	Date <u>04/10/17</u>	2. <u>[Signature]</u> Program/ Department - Director/Chair	Date <u>4/18/17</u>
APPROVAL PROCESS			
3. <u>[Signature]</u> College Curriculum Committee^	<input type="checkbox"/> Date <u>4/26/17</u>	4. <u>[Signature]</u> College Dean (or Designee)*	<input type="checkbox"/> Date <u>4/26/17</u>
5a. _____ University Curriculum Committee^	<input type="checkbox"/> Date _____	5b. _____ Budget and Long-Range Planning Committee (if applicable)^	<input type="checkbox"/> Date _____
6. _____ Academic Senate	Date _____	7. _____ Provost (or Designee)	Date _____
8. _____ President	Date _____	9. _____ Date to Chancellor's Office (if applicable)	

* Where appropriate, attach a memo on program impact on the unit and the ability of the unit to support it. Check the box next to the signature line to indicate whether a memo has been attached.
 ^ Where appropriate, attach a memo summarizing the curricular and/or resource deliberations. Check the box next to the signature line to indicate whether a memo has been attached.



**Program Change to the MASS Media degree
Change the name of the degree and the abbreviation**

Proposal:

The Mass Media major would like to change the name of the degree and the abbreviation from BA in Mass Media (MASS) to BA in Media Studies (MDIA). We note the term of Mass Media comes from the functionalist perspective, which is outdated, restrictive, and isolated in the context of media convergence. We believe the degree name of Media Studies more accurately reflect the research and teaching environment in the emerging media industry, and encompasses the three cornerstones of our program: Theory and Application, Social and Cultural Impacts, Media History and Trends. By removing the term “mass” that has restrictive connotations in various aspects, the new degree name of Media Studies introduces students to an interdisciplinary field, which includes a focus on issues of identity, culture, power, and multiculturalism. It also includes a mix of theoretical, critical, aesthetic and practical approaches to media text, audiences and users, law, policy, and institutions.

Proposed Changes:

1. Degree name from BA in Mass Media to BA in Media Studies
2. Abbreviation from MASS to MDIA
3. Course abbreviation and/or name change (See Figure 1)
4. Add a new course Mobile Media Culture (C form MDIA 366)
5. Catalog copy
6. Advising Worksheet

Figure 1Existing MASS classes that need course abbreviation and/or name change (name change in **bold**):

Form	Old	New
C2	MASS 301 Media Theory	MDIA 301 Media Theory
C2	MASS 303 Mass Media and Technology	MDIA 303 Histories of Media Technologies <i>(Course description change)</i>
C2	MASS 304 Global Media	MDIA 304 Global Media <i>(Course description change)</i>
C2	MASS 322 Media Power	MDIA 322 Media Power <i>(Course description change)</i>
C2	MASS 365 New Media and Everyday Life	MDIA 365 New Media and Everyday Life <i>(Course description change)</i>
C2	MASS 403 Critical Approaches to Children's Media	MDIA 403 Critical Approaches to Children's Media
C2	MASS 451 Media, Religion, Popular Culture	MDIA 451 Media, Religion, Popular Culture
C2	MASS 452 Ethical Challenges of the Mass Media	MDIA 452 Media Ethics
C2	MASS 460 Political Economy of Mass Media	MDIA 460 Political Economy of the Media <i>(Course description change)</i>
C2	MASS 470 Topics in Mass Media	MDIA 470 Topics in Media Studies <i>(Course description change)</i>
C2	MASS 495 Mass Media Internship	MDIA 495 Media Studies Internship <i>(Course description change)</i>
C2	MASS 499 Independent Study	MDIA 499 Independent Study <i>(Course description change)</i>

MASS MEDIA Media Studies

Office:

SBSB 2105

Telephone:

(760) 750-8048

Communication Department Chair:

Michelle A. Holling, Ph.D.

Faculty:

Katherine Brown, Ph.D.  Brian Dolber, Ph.D.

Michelle A. Holling, Ph.D.

Michael Huspek, Ph.D.


Joonseong Lee, Ph.D.

Dreama Moon, Ph.D.

Gloria Pindi, Ph.D.

Kendra Rivera, Ph.D.

Liliana Castañeda Rossmann, Ph.D.

Barry Saferstein, Ph.D.  Andrew Spieldenner, Ph.D.

Cecilia Uy-Tioco, Ph.D.

Faculty Emeritus:

G.H. (Bud) Morris, Ph.D.

Program Offered: Media Studies

- Bachelor of Arts in ~~Mass Media~~ Media Studies

Bachelor of Arts in ~~Mass Media~~ provides students with theoretically-focused and application-based frameworks to understand media, media technology, and its influence upon domestic and global culture and society. Students will study theoretically grounded approaches to a variety of media, becoming sensitive to the ways power affects media creation, distribution, representation, access, and change. Students will explore and contribute to a lively and stimulating socially conscious intellectual environment – one that allows every student to expand the scope of his or her cultural and educational experience. The program is broad-based, focusing on studies of a wide range of traditional, alternative, historical, contemporary, and emerging media within their cultural, social, historical, economic, global, and political contexts. The goal of the degree program is to help students become theoretically-informed navigators and critical consumers of media texts; skills useful for citizens of a dynamically mediated world.

Media Studies

The program requirements for a degree in ~~Mass Media~~ include core courses, which form the foundation of study, and electives to allow the student to develop their interests according to their intellectual and career goals. As all course work is aligned with the three cornerstones of the degree – Theory and Application, Social and Cultural Impacts, Media History and Trends – the core program provides a theoretical and methodological foundation for critically analyzing and engaging with media in a variety of situations.

Students interested in media production might want to consider a minor in video/film production (p. 284).

Student Learning Outcomes

Media Studies

Students who graduate with a Bachelor's of Arts in ~~Mass Media~~ will be able to:

1. Analyze a media topic, form, or theme from a variety of perspectives or levels of analysis.
2. Identify media as a mode of creating, sustaining, and reflecting individuals, cultures, communities, and organizations.
3. Examine ethical and power-related issues pertaining to a variety of media forms.
4. Interpret shifts in media technology and context.

Career Opportunities

With a foundation in studies of communication, culture, and interaction, the major provides students with understandings of the types of professional discourse, work interaction, and organizational structures that shape media-related careers and products as well as human interaction with communication and media technology. The B.A. will prepare students for a variety of occupations that develop, use, and analyze media. These include:

- Consultant and management positions in media-intensive enterprises.
- Careers in usability, communication, and media technology interface, and social networking.
- Positions that work with media in advertising, marketing, promotions, and public relations in departments of private, government, and public service organizations.

Preparation

High school students should take four years of English, including Composition.

Social Science and Civics courses, including History and Economics, are encouraged. Familiarity with computers and the Internet is also desirable.

Transfer Students

Community college transfer students may transfer a maximum of six (6) lower-division units and must have earned a grade of C (2.0) or higher in the coursework to be counted for credit toward preparation for the major.

Special Conditions for the Bachelor of Arts in Mass Media Media Studies

All courses taken for the major, including Preparation for the Major courses, must be completed with a grade of C (2.0) or better. A minimum of eighteen (18) units of upper-division credits must be earned at CSUSM.

Media Studies Media Studies MDIA
 Mass-Media students are strongly advised to take COMM 360 prior to or concurrently with other 300-level Mass-Media courses and must take it prior to enrolling in 400 level courses. Students may apply a maximum of 6 units of Independent study (MASS 499) or Internship (MASS 495) toward the Mass-Media degree. Students may count a maximum of 3 courses (typically, 9 units) of additional pertinent upper-division CSUSM elective coursework taken inside or outside the Communication department toward the Mass-Media degree. These media-related courses may include Communication department courses related to Media, as well as media-related courses offered by other CSUSM departments and programs (see sample course list on next column). Media Studies

Students are responsible for consulting with their faculty advisor prior to selecting courses to confirm their applicability toward the degree program. Your faculty advisor must approve courses selected from outside the Communication department. In addition to seeking Communication department faculty advisor approval, students should be aware that courses outside the Communication department may have prerequisites or restrictions specified by the department or program offering the course. Students should consult the catalog and check with the instructor to confirm their ability to enroll. Media Studies

Mass-Media students may not use COMM 360 or any other course that counts as a DD as both a DD course and as a course to be counted toward the degree. A course to be counted toward Mass Media Elective coursework may not also be applied toward a minor. Media Studies A maximum of six (6) upper division MDIA and/or media-related electives may be applied toward a minor.

BACHELOR OF ARTS IN MASS-MEDIA Media Studies

	Units
General Education	51
Preparation for the Major	9
Major Requirements	39

Students must take a sufficient number of elective units to bring total to number of units to a minimum of 120 units

Preparation for Major

Lower-Division (9 units)	
COMM 100	3
COMM 200	3
PSYC 220 or SOC 201	3

Major Requirements

(39 units)	
Upper-Division Core (15 units)	
COMM 360	3
MDIA MASS 301	3
MDIA MASS 303	3
MDIA MASS 304	3
COMM 390 or COMM 402	3

Upper-Division Electives (24 units)
 Mass-Media electives (15)* Media Studies
 Other media-related electives (9)**
 365, 366, 403

Media Studies MDIA
 *Mass-Media Electives: MASS 322, 451, 452, 460, 470, 495, 499

** For other media-related electives, students may select among the mass media electives above and/or from other upper-division media-related electives offered in the Communication department (COMM) or other programs and departments in CHABSS with a clear media emphasis. Sample electives are provided as follows, but other electives may also apply. Check with your faculty advisor for approval: AIS 360/ SOC 350***; COMM 330, 355, 370, 410, 430, 435, 440, 454, 455, 460, 465, 470, 485; ECON 327***; VSAR 304, 306, 309, 317, 432, 433; LTWR 334-A-C***; SOC 467***; CHEM 315; ID 401C.

*** With consent of faculty advisor.

MASS MEDIA Media Studies

- This worksheet is intended for supplemental use only. The University will use your Academic Requirements Report (ARR) to track your graduation requirements, including those for your major. Please continue to check your Student Center and ARR for accuracy.
- If your ARR requires a correction, please submit an ARR Correction Form at www.csusm.edu/academicadvising
- All courses used for the major and preparation for the major must be completed with a grade of C (2.0) or higher.
- All non-articulated courses MUST be reviewed and approved by a faculty advisor.
- Students may count a maximum of 3 courses (typically, 9 units) of additional pertinent upper-division CSUSM elective coursework taken inside or outside the Communication department toward the ~~Mass Media~~ Media Studies degree (see sample list below).

PREPARATION FOR THE MAJOR (9 UNITS)

✓	Course	Units
<input type="checkbox"/>	COMM 100	3
<input type="checkbox"/>	COMM 200	3
<input type="checkbox"/>	PSYC 220 or SOC 201	3

UPPER-DIVISION CORE COURSES (15 UNITS)

✓	Course	Units
<input type="checkbox"/>	COMM 360	3
<input type="checkbox"/>	MASS 301 MDIA	3
<input type="checkbox"/>	MASS 303 MDIA	3
<input type="checkbox"/>	MASS 304 MDIA	3
<input type="checkbox"/>	COMM 390 or COMM 402	3

UPPER-DIVISION ELECTIVE COURSES (24 UNITS)

MDIA 365, MDIA 366, MDIA 403

Mass Media Electives (15 units):

- MDIA MASS 322 MDIA MASS 452 MDIA MASS 470 MDIA MASS 499
 MDIA MASS 451 MDIA MASS 460 MDIA MASS 495

✓	Course	Units
<input type="checkbox"/>		3
<input type="checkbox"/>		3
<input type="checkbox"/>		3
<input type="checkbox"/>		3
<input type="checkbox"/>		3

Media Studies

Other Media-related Electives (9 units):

Select among the ~~Mass Media~~ Mass Media Electives above, and/or from other upper-division media related courses. Sample electives are: AIS 350/SOC 350*; CHEM 315; COMM 330, 355, 370, 410, 430, 435, 454, 455, 460, 465, 470, 485; ECON 327*; ~~ID 401~~; ID 401C; LTWR 334A-C*; SOC 467*; VSAR 304, 306, 309, 317, 432, 433. Other electives may also apply. Check with Faculty Advisor for approval.

✓	Course	Units
<input type="checkbox"/>		3
<input type="checkbox"/>		3
<input type="checkbox"/>		3

*Consent of faculty advisor required

jlee

Wednesday, April 5, 2017 at 12:42:24 AM Pacific Daylight Time

Subject: Re: Mass Media major changes: sign-off requested
Date: Monday, April 3, 2017 at 8:41:11 AM Pacific Daylight Time
From: Jonathan Berman <jberman@csusm.edu>
To: Joonseong Lee <jlee@csusm.edu>
CC: Kristine Diekman <kdiekman@csusm.edu>

I read it, sounds great and more "of today." I sign off.

Best,

Jonathan Berman, Associate Professor, Arts & Technology
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On Apr 2, 2017, at 1:40 AM, Joonseong Lee <jlee@csusm.edu> wrote:

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