

AACR 4

Office of the President
February 22, 2011

Members, Board of Trustees:

CHANGE IN DEGREE – COLLEGE OF COMMUNICATIONS AND INFORMATION STUDIES

Recommendation: that the Board of Trustees approve a change in the name of the Bachelor of Arts/Bachelor of Science degree with a major in Telecommunications to Bachelor of Arts/Bachelor of Science degree with a major in Media Arts and Studies (CIP Code: 09.0799, PROG: CI BA MAST/CI BS MAST), effective in the spring 2011 semester.

Background: The classic definition of telecommunication(s) is the transmission of signals over a distance for the purpose of communication. Although in principle this definition captures most forms of electronic communication, in practice the term has come to refer primarily to point-to-point systems, such as telegraph, telephony, and computer networks. Given limited resources, and recent efforts to develop a sharper curricular focus on media studies, the Telecommunications major program has de-emphasized the study of telephony. While UK continues to offer courses on communication technologies, these courses mostly support the core curriculum in creative media production, convergent media industries, and socio-cultural media studies. The proposed name, Media Arts and Studies, is a more accurate descriptor for our current program.

The current name of the program, Telecommunications, has always been rather opaque to prospective students. It is not a term they are generally familiar with, and does not help to convey the true nature of the program. Thus, the name change to Media Arts and Studies is intended to more effectively communicate UK's program to students who have academic and career interests in broadcasting, cable, multimedia, and the audio-recording, film, and electronic game industries.

This proposal has the approval of the Undergraduate Council, Senate Council, and University Senate. The provost of the University supports this recommendation.

Action taken: Approved Disapproved Other _____