COMMUNICATION PROGRAM NAME CHANGE:

COMMUNICATION to COMMUNICATION AND DIGITAL MEDIA STUDIES

INSTRUCTIONS FOR MAJOR MODIFICATIONS

Proposals briefs for major modifications of academic programs must include the following documentation:

1. INTRODUCTION

a) Brief background on the existing program and rationale for new program component

The Communication program faculty members propose to change their program name from "Communication" to "Communication and Digital Media Studies" (CDMS). *The nomenclature change does not reflect a change to the Communication program's existing curriculum or research foci, but instead, serves to clarify and better reflect the program's teaching and research practices.*

Further rationalizations for this proposed nomenclature change follow:

1) "Communication" is an unfinished program name. The disciplinary norm is to have a "studies" or ampersand followed by a subspecialty. "Digital Media Studies" will disambiguate the program and dispel any confusion about the program's goals and where it sits vis-a-vis other programs; The change also better reflects the youthfulness of the university and the program.

2) "Communication" does not reflect the streamlining of the program and the focusing of many its courses on "the digital" three years ago through a consultative process with Dr. Fred Fletcher. "Digital Media Studies" conveys the streamlined and focused program, not a change to its learning outcomes. The nomenclature change does not reflect a change to the program's learning outcomes.

3) "Communication" does not effectively communicate the Communication program's uniqueness. "Digital Media Studies" conveys the program's distinctiveness (as described in the UOIT 2014-2105 Academic Calendar) and existing area of *specialization* ("Digital Media, Culture & Society"). It also captures the substance of the program's curricular revision in 2012 and course offerings (i.e. COMM 1420 Living Digitally, COMM 1310U Writing and Publishing in the Digital Age, COMM 2220 The Media in Canada, COMM 2410U Communication and Technology, COMM 2411U Information and Society, COMM 2240U Television, COMM 3410U New Media Theory and Practice, COMM 3510U Work in the Information Age, COMM 3740U Game Studies).

4) "Communication" reflects the disciplinary background of the Communication program's core faculty members (PhDs in Communication Studies), but does not convey their research expertise and contributions to the burgeoning field of digital media studies. Genosko, Pedersen, Douai, Lauricella, Peirce, Mirrlees, Obar and Braithwaite conduct humanities and social science research on digital media and society and have published widely on the economic, political and cultural dimensions and impacts of digital media in Canada and around the world.

"Digital Media Studies" signals our program's established and growing research profile, focus and significance. Furthermore, "Digital Media Studies" registers the Canadian Federal and provincial government's priorities regarding the present and future of the country and region's economy, polity and culture.

5) "Communication" is a bit of a dated disciplinary term. By adding "Digital Media Studies," we emphasize our program's emphasis on continuity and change in the field of communications studies. "Digital Media Studies" also highlights the program's focus on the present and future-oriented changes stemming from the economic, political and cultural effects of the digital media revolution across the globe to better express the program's 21st century orientation and dynamism.

6) "Communication" does not speak clearly to the employment prospects of our students, the labour markets they enter upon graduation and the types of work that the program introduces them to. Digital Media speaks quite clearly and directly to current and future employment opportunities for our graduates. Many of our students go on to careers in the communications and digital media industries or in sectors which rely upon efficient and effective digital communicators.

b) Overview of the new program component, indicating the career and academic opportunities for graduates and other evidence of fit with the mission, mandate and strategic plans of the university

See 1.4.

c) Description of how the new program component fits into the broader array of program offerings, particularly those areas of teaching and research strengths and complementary areas of study

See 1.2.

2. DEGREE REQUIREMENTS

Program learning outcomes

The program learning outcomes remain the same. This is purely a nomenclature change to better reflect the overall focus of the existing program.

b) Admission requirements
An outline of the requirements for admission to the new program component, including additional requirements or procedures, and recognition of prior learning experience

Not applicable

c) Program structure

Calendar copy and program maps for the new program component showing courses and/or research components offered each semester, and indicating courses currently offered, new courses, and required courses provided by other units; describe also any experiential or other applied learning opportunities that are part of the new program component

Not applicable

Program content (in appendices)

Proposed course outlines, using the New Course Template, indicating calendar level course descriptions, pre-requisites and co-requisites, credit weight, hours of class, labs and tutorials, mode of delivery and teaching methods, assessment of student learning, and intended learning outcomes.

Not applicable

3. RESOURCE REQUIREMENTS

a) Faculty members

List of core faculty associated with the new program component, including appointment status, home unit, areas of teaching and research interests, supervisory experience (graduate programs only), and any new faculty requirements and gaps they would be expected to fill

Not applicable.

b) Additional academic and non-academic human resources
Details of the administrative requirements for the new program component, including support staff, adjunct and part-time faculty, supervision of experiential learning opportunities, and any other additional academic and non-academic human resources

Not applicable

c) Physical resource requirements
Details of the physical resource requirements for the new program component including library holdings, information technology support and student services, special equipment, and space requirements (classrooms, laboratory, graduate student work/study space, other)

Not applicable

4. BUSINESS PLAN

a) Statement of funding requirements

Not applicable

Statements of resource availability

Not applicable