

PROPOSAL BRIEF FOR MAJOR MODIFICATION OF ACADEMIC PROGRAM

Faculty: Social Science and Humanities

Program: Communication and Digital Media Studies

1.	INTRODUCTION
a)	BRIEF BACKGROUND ON EXISTING PROGRAM
	<p>In 2012, the Communication program added two specializations: "Digital Media, Culture and Society" and "Globalization, Communication and Social Change." These specializations were intended to differentiate the program. The program wants to remove the specializations.</p> <p>At present, the "Digital Media, Culture and Society" specialization is basically identical to the Comprehensive program due to a number of program changes that have taken place over the past four years. These changes include: i) a nomenclature change from "Communication" to "Communication and Digital Media Studies"; ii) changes to course titles, descriptions and learning outcomes that emphasize/focus on the "digital" turn in the program of study; iii) the removal Computer Science courses from the specialization's degree requirements. By remove the specialization, we eliminate redundancy. The Comprehensive program is now thoroughly differentiated by the "digital" focus. The digital specialization is indistinguishable from the Comprehensive program, so unnecessary. The "Globalization, Communication and Social Change" specialization is similarly redundant because most of the courses offered by the differentiated Comprehensive program address global/international issues. Furthermore, for the past four years, the specializations have not proven attractive to students. A large majority of our students do not specialize, but instead complete the comprehensive program; this indicates that the specializations are not valuable or viable.</p>
b)	OVERVIEW OF NEW PROGRAM COMPONENT(S)
	No new program components.
c)	DESCRIPTION OF FIT WITH EXISTING OFFERINGS
	By removing the specializations, we enhance our comprehensive program's differentiation as "Communication and Digital Media Studies" and eliminate redundancy.

2.	DEGREE REQUIREMENTS
a)	PROGRAM LEARNING OUTCOMES
	No applicable changes.
b)	ADMISSION REQUIREMENTS
	No applicable changes.
c)	PROGRAM STRUCTURE
	All references to the specializations in the undergraduate calendar are to be removed/deleted

3.	RESOURCE REQUIREMENTS
a)	FACULTY MEMBERS
	No additional faculty members needed.
b)	ADDITIONAL ACADEMIC AND NON-ACADEMIC HUMAN RESOURCES
	No additional resources needed.
c)	PHYSICAL RESOURCE REQUIREMENTS
	No resources needed.

4.	BUSINESS PLAN
a)	STATEMENT OF FUNDING REQUIREMENTS
	No applicable changes.
b)	STATEMENT OF RESOURCE AVAILABILITY
	No applicable changes.

CALENDAR COPY

Delete all references to “Digital Media, Culture and Society” and “Globalization, Communication and Social Change” specializations. Deletions from calendar pg #s are in red font, as below.

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15.1 Degrees offered

Bachelor of Arts (Honours) in Communication and Digital Media Studies

- Comprehensive program
- Digital Media, Culture and Society
- Globalization, Communication and Social Change
- Communication minor

- Bridge and Pathway programs

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15.2 Program information – Bachelor of Arts (Honours) in Communication and Digital Media Studies

15.2.1 General information

The Bachelor of Arts in Communication and Digital Media Studies (Honours) program offers a four-year degree with a high-quality, socially relevant curriculum designed to provide students with a strong foundation in the theory and practice of communication in the 21st century. This program emphasizes digital media and social justice and equity, while providing a broad-based liberal education in communication studies in a range of courses designed to impart professionally relevant communication skills. The curriculum explores crucial developments in human communication, from oral traditions and the emergence of literacy to the development of contemporary social media, with an emphasis on how changes in communication technologies and practices shape culture and society. The courses are designed to help students not only to understand the role of communication in society, but also teach how communication can be employed to promote social justice and equity. Students are given the opportunity to develop communication skills and to relate them to developments in the economy and society, with attention to practical applications in such sectors as corporate communication and social advocacy. The curriculum provides insights into the role of communication in the Canadian and global contexts. **Students in the Communication and Digital Media Studies program will have the opportunity to pursue the Comprehensive program or to choose one of two areas of specialization: Digital Media, Culture and Society, or Globalization, Communication and Social Change.**

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15.2.7 Program details – Digital Media, Culture and Society specialization

This specialization is of particular use to students who are planning on a career in the digital cultural and media industries.

YEAR 1 (30 credit hours)

COMM 1100U Introduction to Communication
 COMM 1311U Writing and Publishing in the Digital Age
 COMM 1320U Public Speaking
 COMM 1420U Living Digitally
 COMM 1610U Interpersonal Communication
 CSCI 1030U Introduction to Computer Science with C++
 PSYC 1000U Introductory Psychology
 SOCI 1000U Introductory Sociology
 SSCI 1200U Introduction to Social Policy
 SSCI 1910U Writing for the Social Sciences

YEAR 2 (30 credit hours)

COMM 2110U Foundations of Communication Theory
 COMM 2210U Communication and Culture
 COMM 2220U The Media in Canada
 COMM 2410U History of Communication Technology
 COMM 2411U Information and Society
 COMM 2530U Advertising and Society
 SSCI 2900U Research Methods

Two general electives*

One Communication approved elective+

+Communication-approved electives:

Must take one of:

COMM 2230U Screen Studies

COMM 2240U Television

COMM 2270U Entertainment Goes Global
COMM 2310U Advanced Professional Writing and Editing
CSCI 1200U Computers and Media (This elective is strongly recommended.)
LGLS 2500U Information and Privacy Law

Note: Not all of the listed electives will be offered every year.

YEAR 3 (30 credit hours)

COMM 3110U Communication Ethics
COMM 3250U Pop Culture
COMM 3410U New Media Theory and Practice
COMM 3510U Work in the Information Age
COMM 3610U Persuasion
COMM 3710U Intercultural Communication
COMM 3740U Game Studies
CSCI 2160U Digital Media
One general elective*

One Communication approved elective**

****Communication approved electives:**

Must take one of:

COMM 3310U Communication, Communities and Social Change
COMM 3720U Communicating Diversity
LGLS 3510U Censorship and Freedom of Expression
LGLS 3520U Law and Technology
LGLS 3530U Intellectual Property

Note: Not all of the listed electives will be offered every year.

YEAR 4 (30 credit hours)

One of: COMM 4120U Contemporary Issues in Communication or
SSCI 4101U Honours Thesis I

One of: COMM 4130U Capstone Project or
SSCI 4102U Honours Thesis II

COMM 4261U Tweet, Friend and Follow Me: Understanding Social Media
COMM 4420U Digital Media, Politics and Democracy
COMM 4510U Public Relations
COMM 4610U Communication and Conflict Resolution
COMM 4710U International Communication
One general elective*

Two Communication approved electives***

*****Communication approved electives:**

Must take two of:

COMM 4140U Visual Rhetoric
COMM 4210U Special Topics
COMM 4530U Research with/in Communities: Alternative Methods for Social Sciences
LGLS 4010U Communication Law and Policy
POSC 4000U International Politics and Policy
SSCI 4032U Criminal Justice Mediation
SSCI 4098U Practicum

Note: Not all of the listed electives will be offered every year.

Electives

***General electives**

General electives can be taken at/or adjoining their year level, where permission has been granted and prerequisites have been fulfilled. No more than six 1000-level elective courses can be included.

15.2.8 Program details – Globalization, Communication and Social Change

This specialization is for students who plan on a career in community development, foreign and domestic policy and politics, and/or social activism at the local and global level.

YEAR 1 (30 credit hours)

CDPS 1000U What is Community?

COMM 1100U Introduction to Communication

COMM 1311U Writing and Publishing in the Digital Age

COMM 1320U Public Speaking

COMM 1420U Living Digitally

COMM 1610U Interpersonal Communication

SOCI 1000U Introductory Sociology

SSCI 1200U Introduction to Social Policy

SSCI 1910U Writing for the Social Sciences

One general elective* (recommended elective: ALSU 1101U Foundations for Academic Learning and Success)

YEAR 2 (30 credit hours)

COMM 2110U Foundations of Communication Theory

COMM 2210U Communication and Culture

COMM 2220U The Media in Canada

COMM 2270U Entertainment Goes Global

COMM 2410U History of Communication Technology

COMM 2411U Information and Society

COMM 2530U Advertising and Society

SSCI 2900U Research Methods

One general elective

One Communication approved elective+

+Communication approved electives:

Must take one of:

CDPS 2100U Global Communities

COMM 2230U Screen Studies

COMM 2240U Television

COMM 2310U Advanced Professional Writing and Editing

LGLS 2500U Information and Privacy Law

Note: Not all of the listed electives will be offered every year. 220

YEAR 3 (30 credit hours)

COMM 3110U Communication Ethics
COMM 3250U Pop Culture
COMM 3310U Communication, Communities and Social Change
COMM 3410U New Media Theory and Practice
COMM 3510U Work in the Information Age
COMM 3610U Persuasion
COMM 3710U Intercultural Communication

Two general electives

One Communication approved elective+

+Communication approved electives:

Must take one of:

COMM 3720U Communicating Diversity
CDPS 3100U Political Economy of Global Development
CDPS 3102U Culture and Community
LGLS 3510U Censorship and Freedom of Expression
LGLS 3520U Law and Technology
LGLS 3530U Intellectual Property

Note: Not all of the listed electives will be offered every year.

YEAR 4 (30 credit hours)

One of: COMM 4120U Contemporary Issues in Communication or
SSCI 4101U Honours Thesis I

One of: COMM 4130U Capstone Project or
SSCI 4102U Honours Thesis II

COMM 4261U Tweet, Friend and Follow Me: Understanding Social Media
COMM 4420U Digital Media, Politics and Democracy
COMM 4510U Public Relations
COMM 4610U Communication and Conflict Resolution
COMM 4710U International Communication

One general elective

Two Communication approved electives+++

+++Communication approved electives:

COMM 4140U Visual Rhetoric
COMM 4210U Special Topics
COMM 4310U Non-Violent Communication
COMM 4530U Research with/in Communities: Alternate Methods for Social Sciences
LGLS 4010U Communication Law and Policy
POSC 4000U International Politics and Policy
SSCI 4032U Criminal Justice Mediation
SSCI 4098U Practicum

Note: Not all of the listed electives will be offered every year.

15.2.9 SSCI 4101U and SSCI 4102U Honours Thesis I and II

In order to be considered for the Honours Thesis I students must apply during their sixth semester to begin their Honours Thesis I in semester seven. The course application must include a detailed statement of intent outlining the methodology, theoretical significance and the projected timelines for completion of the project. To proceed to Honours Thesis II a student must have successfully 221

completed Honours Thesis I with a minimum A- and prepare a written statement outlining the projected timelines for completion of the project.

Please note: only a limited number of applicants will be admitted to the Honours Thesis. Consent is required from both the instructor and the dean.

15.3 Program information – Communication minor

A minor in Communication is available to all students at UOIT where possible within their existing major. Students must confirm their eligibility for this minor with their home faculty, and must be aware of all necessary course prerequisites. This concentration can be combined with other disciplines to prepare a student for a career that involves public relations or strategic management in a specialized field or industry. The Communication minor consists of seven courses (21 credit hours), four of which are compulsory core courses. A cumulative GPA of at least 2.0 in the minor courses is required to successfully complete the Communication minor.

Core courses

- COMM 1100U Introduction to Communication
- COMM 1311U Writing and Publishing in the Digital Age (or equivalent course)
- COMM 1610U Interpersonal Communication
- COMM 2220U The Media in Canada

Communication electives

Choose three of the following (one of them must be a 3000- or 4000-level course):

- COMM 1320U Public Speaking
- COMM 2210U Communication and Culture
- COMM 2411U Information and Society
- COMM 2530U Advertising and Society
- COMM 3310U Communication, Community and Social Change
- COMM 3410U New Media Theory and Practice
- COMM 3510U Work in the Information Age
- COMM 3610U Persuasion
- COMM 3710U Intercultural Communication
- COMM 4420U Digital Media, Politics and Democracy
- COMM 4530U Research with/in Communities: Alternative Methods for the Social Sciences
- COMM 4610U Communication and Conflict Resolution
- COMM 4710U International Communication

Note: All available courses for a minor in Communication have been listed. Please refer to course prerequisites for upper-level courses outlined in Section 16.

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APPROVAL DATES

Date of submission: March 8 th , 2016
Curriculum Committee approval: March 15 th , 2016
Faculty Council approval: March 22 nd , 2016
CPRC approval:
Academic Council approval: