

Curriculum Proposal Consultation Form

Instructions for Department-Level Curriculum Representative

Consultation should originate through the unit's Chair/Director, UPD and/or Curriculum Unit-Designate.

1. Complete page 1
2. Provide consultee with a copy of the proposal
3. Include completed Curriculum Proposal Consultation Form with completed new course proposal package. In some cases, the CPC form is required for Change to Existing Course Proposal Forms (such as when cross-listed courses are affected).

Date: May 31, 2019

Department/School: York University, Department of Communication Studies

Representative's Name: Anne MacLennan

Representative's Role: Chair

Course Information (Originator)

Effective Session: Fall/Winter	Year: 2020	Faculty: AP
Rubric:	Course No:	Credits:
Program, Degree or Certificate Title: Department/Program Name Change		
Stream (if applicable):		

Proposal

Briefly describe what is being proposed: e.g. The Department of Communication Studies is proposing to change its name to: The Department of Communications and Media Studies.

The Department of Communication Studies is proposing to change its name to: The Department of Communications and Media Studies. At the same time, we also propose to change the name of the degree from Bachelor of Arts - Communication Studies to Bachelor of Arts - Communications and Media Studies

There are several reasons for proposing these changes:

The first is to better reflect the practices of the members of the Department in terms of their teaching and scholarship. The name “Communication Studies” was developed at a time when the study of media was only one element of the focus of the field alongside organizational and interpersonal communication. While there are still elements of these latter two areas present in our curriculum, members of the Department are overwhelmingly focused on the study of different dimensions and relations of media.

Second, and perhaps most importantly, the name change will help outside communities, and particularly prospective students, more easily identify the focus of our program. It has become increasingly clear that students do not understand what the study of ‘communication’ might entail, and we have found that faculty, staff, and current students generally resort to using the term ‘media’ when describing the focus of the program to prospective students. The change follows what appears to be an emerging trend among similar programs in Anglophone Canada to better describe the focus of their curriculum and research. As Table 1 below illustrates, only two of our fourteen closest competitors still refer to themselves solely as Communication Studies. At the same time, the change will also help ensure that our Program remains visible in the shifting tide of academic program nomenclature. The term media is enjoying growing popularity and application in academic circles as a wide range of disciplines move to signal their relevancy in a social context that is increasingly dominated by mediated forms of communication. Given that our curriculum and research is directly focused on those changes, we want to ensure that we are clearly communicating that orientation.

Third, Communication and Media Studies is consistent with the name in the field internationally, for example the QS Rankings. Finally, when students on the York website select “Future Students”, the listing is alphabetical, and we would not like to lose future applicants to confusions with Communication (bilingual program) at Glendon that would appear, and prospective students might not scroll down to “M”.

As there will be no material change to the program’s curriculum, neither the name change, nor change in the name of the degree require any change in existing program learning outcomes or objectives other specifying the new name of the Department. In sum, changing the name to the Department of Media and Communications Studies and the name of the degree the Department awards to Bachelor of Arts- Communications and Media Studies presents several benefits.

- It better describes the scholarly identity of our program.
- It more clearly communicates what we do to prospective students, their potential employers, and other external communities.
- It helps ensure that our program maintains its currency in the growing use of the term media to describe academic departments and programs.
- It serves to incorporate and acknowledge a descriptor that is already regularly used to describe the content and focus of our program.

Internal Discussion and Decision

While changing the name of the Department has been discussed at meetings and retreats for several years, a formal motion to make the change was brought forward at our Department

retreat on April 28, 2017. The eleven members in attendance voted unanimously in favour of the motion. The two sabbaticants absent from the meeting were also canvassed on the change and they too approved it unanimously.

The change of the name of the degree was unanimously approved by the eight faculty members in attendance at our January 23, 2018 faculty council meeting. The five faculty members absent from that meeting were also canvassed and also unanimously approved the change.

Consequently, all full time tenured and tenure track faculty – less one that was on administrative leave and has since left the University – have approved the changes.

Instructions for Consultee

1. Complete page 2
 2. Return completed consultation form to Department-Level Curriculum Representative
-

DATE: May 31, 2019

Department/School: York University, Department of Humanities

Representative's Name: Andrea A. Davis

Representative's Role: Chair

Curriculum Proposal Feedback

Please consider the following questions when writing your feedback:

1. Does your academic unit support the proposed curriculum initiative?
2. In your opinion, is a course credit exclusion or cross-listing required?
3. Is there potential for curricular overlap with current offerings?
4. Do you have any recommendations?

This curriculum consultation form was shared with the members of the Executive Committee and Curriculum Committee of the Department of Humanities.

Committee members support the proposed curriculum initiative and do not see any curricular overlap with the Humanities curriculum.

<p>Titles Long: Short:</p> <p>Description</p> <p>For purposes of meeting program requirements, all nine-credit general education (foundation) courses will count as six credits towards the major.</p> <p>All approved general education courses may count for general education credits; some may count for major credits; none may count as both. Effective September 2012 significant changes were made to Communication Studies course numbers. Students following pre-2012 Communication Studies requirements should contact the Undergraduate Program Director regarding program completion.</p> <p>Specialized Honours BA: 120 Credits</p> <p>The Communication Studies program offers a limited enrolment Specialized Honours BA program. Admission to the program requires that students achieve a 6.00 (B) average in AP/COMN 1000 6.00 and at least six other communication studies credits, and a cumulative grade point average of at least 5.00 (C+). Continuation in, and graduation from, the program requires that students maintain a cumulative grade point average of 5.00 (C+) as well as at least a 6.00 (B) average on all 60 communication studies credits.</p> <p>Because of limited space, admission is not guaranteed for all students who meet the minimum requirements. For more information regarding application information, please contact the Department of Communication Studies.</p> <p>Residency requirement: a minimum of 30 course credits and at least half (50 per cent) of the course credits required in each</p>	<p>Titles Long: Short:</p> <p>Description</p> <p>For purposes of meeting program requirements, all nine-credit general education (foundation) courses will count as six credits towards the major.</p> <p>All approved general education courses may count for general education credits; some may count for major credits; none may count as both. Effective September 2012 significant changes were made to Communication Studies course numbers. Students following pre-2012 Communication Studies requirements should contact the Undergraduate Program Director regarding program completion.</p> <p>Specialized Honours BA: 120 Credits</p> <p>The Communication Studies program offers a limited enrolment Specialized Honours BA program. Admission to the program requires that students achieve a 6.00 (B) average in AP/COMN 1000 6.00 and at least six other communication and media studies credits, and a cumulative grade point average of at least 5.00 (C+). Continuation in, and graduation from, the program requires that students maintain a cumulative grade point average of 5.00 (C+) as well as at least a 6.00 (B) average on all 60 communication and media studies credits.</p> <p>Because of limited space, admission is not guaranteed for all students who meet the minimum requirements. For more information regarding application information, please contact the Department of Communication and Media Studies.</p> <p>Residency requirement: a minimum of 30 course credits and at least half (50 per cent) of the course credits required in each</p>
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undergraduate degree program major/minor must be taken at York University.

Graduation requirement: students must successfully complete (pass) at least 120 credits which meet the Faculty's degree and program requirements with a cumulative grade point average of at least 5.00.

General education: a minimum of 21 general education credits as follows:

- 6.00 credits in natural science (NATS)
- a 9.00 credit approved general education course in the social science or humanities categories
- a 6.00 credit approved general education course in the opposite category to the 9.00 credit course in social science or humanities already taken

Major credits: students majoring in the program must complete at least 60 credits in communication studies, as outlined below:

- [AP/COMN 1000 6.00](#);
- 18 credits: [AP/COMN 2200 6.00](#), [AP/COMN 2500 6.00](#), and [AP/COMN 2700 6.00](#);
- [AP/COMN 3100 3.00](#) and [AP/COMN 3101 3.00](#);
- [AP/COMN 3150 3.00](#) and [AP/COMN 3151 3.00](#);
- 12 additional credits at the 3000 level in COMN;
- 12 additional credits at the 4000 level in COMN.

Note: at least 12 credits in the major must be at the 4000 level.

Upper-level credits: at least 36 credits at the 3000 or 4000 level, including at least 18 credits at the 4000 level.

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Major credits: students majoring in the program must complete at least 60 credits in communication **and media** studies, as outlined below:

- [AP/COMN 1000 6.00](#);
- 18 credits: [AP/COMN 2200 6.00](#), [AP/COMN 2500 6.00](#), and [AP/COMN 2700 6.00](#);
- [AP/COMN 3100 3.00](#) and [AP/COMN 3101 3.00](#);
- [AP/COMN 3150 3.00](#) and [AP/COMN 3151 3.00](#);
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Note: at least 12 credits in the major must be at the 4000 level.

Upper-level credits: at least 36 credits at the 3000 or 4000 level, including at least 18 credits at the 4000 level.

Credits outside the major: at least 18 credits.

Honours BA: 120 Credits

Residency requirement: a minimum of 30 course credits and at least half (50 per cent) of the course credits required in each undergraduate degree program major/minor must be taken at York University.

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Major credits: students majoring in the program must complete at least 48 credits in communication studies, as outlined below:

- [AP/COMN 1000 6.00](#);
- 18 credits: [AP/COMN 2200 6.00](#), [AP/COMN 2500 6.00](#), and [AP/COMN 2700 6.00](#);
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Credits outside the major: at least 18 credits. (Note: students who are completing a double major or major/minor are deemed to have fulfilled this requirement.)

Honours Double Major BA

The Honours BA program described above may be pursued jointly with approved Honours Double Major degree programs in the Faculties of Environmental Studies, Health, Liberal Arts and Professional Studies, Science, the School of the Arts, Media, Performance & Design, or the Lassonde School of Engineering. For further details on requirements, refer to the listings for specific Honours programs that may be pursued jointly with other Faculties.

Note: in a double major program, a course may count only once toward major credit.

Honours Major/Minor BA

The Honours BA program described above may be pursued jointly with approved Honours Minor degree programs in the Faculties of Environmental Studies, Health, Liberal Arts and Professional Studies, Science, the School of the Arts, Media, Performance & Design, or the Lassonde School of Engineering. For further details on requirements, refer to the listings for specific Honours programs that may be pursued jointly with other Faculties.

Note: in a major/minor program, a course may count only once toward major credit or minor credit.

Honours iBA: 120 Credits

Residency requirement: a minimum of 30 course credits and at least half (50 per cent) of the course credits required in each

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- 12 additional credits at the 3000 level in COMN;
- 12 additional credits at the 4000 level in COMN.

Required Course: [AP/ANTH 2300 3.00](#)
Intercultural Training Skills must be completed before the International Exchange/Experience requirement of the degree. Note: This course is considered to be outside the major (even for ANTH students).

Language study credits: at least 18 credits in a modern language offered by York University, including the Advanced I university-level course in the chosen language. Up to six (6) language credits may be taken while the student

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is abroad. Such courses must be approved by the coordinator of the relevant language section in the Department of Languages, Literatures and Linguistics.

If an iBA student is fluent in a language, he/she will undergo an examination to test language proficiency by the Department of Languages, Literatures and Linguistics. Students exempted from one or more of the language courses required for the degree must complete cultural courses related to that language.

Internationally-oriented credits: at least 9 credits of internationally-oriented courses to be completed from the list of pre-approved courses; these courses can be additional courses in your major.

International exchange: at least one full term abroad as a full-time student at one of York University's exchange partners.

Upper-level credits: at least 36 credits at the 3000 or 4000 level, including at least 18 credits at the 4000 level.

Credits outside the major: at least 18 credits (**Note:** for the Honours iBA, courses taken outside the major to satisfy the language study requirement and/or the internationally-oriented courses requirement can also be used to satisfy the outside the major requirement. Students who are completing a major/minor are deemed to have fulfilled this requirement.)

Honours Double Major iBA

The Honours iBA program described above may be pursued jointly with any Honours Double Major BA program in the Faculty of Liberal Arts and Professional Studies.

Note: in a double major program, a course may count only once toward major credit.

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FACULTY OF
LIBERAL ARTS &
PROFESSIONAL STUDIES

Department of
Communication Studies

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MEMO

Addendum to the proposal

To: APPC LA&PS
From: Anne MacLennan, Chair, Department of Communication
Date: December 13, 2018.
Subject: Department Name Change

Please accept this addendum to the name change. We would like to switch the order of the name in the name change to make is Communication and Media Studies.

There are two major reasons.

1. Communication and Media Studies is consistent with the name in the field internationally, for examine the QS Rankings.
2. When prospective students on the York website select Future Students, the listing is alphabetical, and we would not like to lose future applicants to confusion with Communications (bilingual program) at Glendon that would appear and prospective students might not scroll down to M.

Therefore, we would like to make the change for all the reasons below in the original proposal, but reverse the order in the name so that it is **Communication and Media Studies**.

Date of implementation: as soon as possible.

To: APPC LA&PS
From: A, Chair, Department of Communication Studies
Date: March 16, 2018.
Subject: Department Name Change

Proposal

The Department of Communication Studies is proposing to change its name to: The Department of Media and Communication Studies. At the same time, we also propose to change the name of the degree from Bachelor of Arts- Communication Studies to Bachelor of Arts- Media and Communication Studies

Implementation Date

TBA

Rationale

There are several reasons for proposing these changes.

The first is to better reflect the practices of the members of the Department in terms of their teaching and scholarship. The name “Communication Studies” was developed at a time when the study of media was only one element of the focus of the field alongside organizational and interpersonal communication. While there are still elements of these latter two areas present in our curriculum, members of the Department are overwhelmingly focused on the study of different dimensions and relations of media.

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academic circles as a wide range of disciplines move to signal their relevancy in a social context that is increasingly dominated by mediated forms of communication. Given that our curriculum and research is directly focused on those changes, we want to ensure that we are clearly communicating that orientation.

As there will be no material change to the program’s curriculum, neither the name change, nor change in the name of the degree require any change in existing program learning outcomes or objectives other than specifying the new name of the Department.

In sum, changing the name to the Department of Media and Communications Studies and the name of the degree the Department awards to Bachelor of Arts- Media and Communication Studies presents several benefits.

- It better describes the scholarly identity of our program.
- It more clearly communicates what we do to prospective students, their potential employers, and other external communities.
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The change of the name of the degree was unanimously approved by the eight faculty members in attendance at our January 23, 2018 faculty council meeting. The five faculty members absent from that meeting were also canvassed and also unanimously approved the change.

Consequently, all full time tenured and tenure track faculty – less one that was on administrative leave and has since left the University – have approved the changes.

Table 1: Similar Departments and Programs in Anglophone Canada

Brock: Communication, Popular Culture, and Film
Calgary: Department of Communication, Media, and Film
Carleton: Department of Communication and Media Studies
Concordia: Department of Communication Studies
McGill: Department of Art History and Communication Studies
McMaster: Department of Communication Studies and Multimedia
SFU: School of Communication

UBC: Bachelor of Media Studies
UOIT: Communication and Digital Media Studies
U of T: (Mississauga) Institute of Communication, Culture, Information, and Technology
U of T (Scarborough) Media, Journalism, and Digital Cultures
Western: i) Media, Information and Technoculture; and ii) Media and the Public Interest
Wilfred Laurier: Department of Communications Studies
Windsor: Department of Communication, Media, and Film



July 12, 2019

Dear Professor MacLennan, Chair
Department of Communication Studies

Proposed Name Change Consultation

**SCHOOL OF THE ARTS,
MEDIA, PERFORMANCE
& DESIGN**

Office of the Dean

Joan & Martin Goldfarb
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Thank you for the opportunity to respond to the proposed name change in the Faculty of Liberal Arts and Professional Studies. Although we are sympathetic to the challenges presented by the Department of Communication Studies, we cannot support the proposed change. It is unclear whether the desired change is to the Department of Communication and Media Studies or to the Department of Media and Communication Studies (p. 2), however, both versions would overlap with existing programs in AMPD and cause potential confusion resulting in enrolment challenges.

The School of the Arts, Media, Performance and Design (AMPD) currently includes a Department of Cinema and Media Arts, which offers degree programs in CMA Studies (read by many of our students as “cinema and media studies”) and “CMA Media Arts,” as well as programs in “Digital Media” and “Intermedia” a collaboration among the Departments of Computational Arts and Visual Art and Art History. At present, the proliferation of “media” among these program titles and departments (and, indeed, within the very name of the school) has caused confusion for prospective students, parents, and teachers. At present, we are currently working with an external consultant to advise us on how best to clarify our use of “media” among various programs to communicate better their distinct emphases to prospective students. The introduction of another department with “media in yet another faculty would only introduce further confusion and has the potential to negatively impact several departments and programs within AMPD. Since the proposal itself notes the difficulty distinguishing between the Department of Communication Studies in LA&PS and Communication at Glendon, we trust you will appreciate our opposition to the proposed name change.

I am sorry that we cannot be more helpful in this, but appreciate the opportunity to consult on the proposed change.

Proposal Feedback:

1. No
2. N/A
3. N/A
4. In light of current confusions regarding “media,” we recommend another synonymous term if a change is desired.

Sincerely,

A handwritten signature in blue ink, appearing to read "Judith K Schwarz".

Judith K Schwarz
Associate Dean Academic
Office of the Dean
School of Arts, Media, Performance & Design
York University, Centre for the Arts, Office 201T
416-736-2100 Ext 77438