

**DEGREE/PROGRAM CHANGE
FORM C
Form Number: C1759**

Fields marked with * are required

Name of Initiator: Gregoria Arienda Cavazos **Email:** gcavazos@unm.edu **Phone Number:** 505 277-5305
Date: 10-29-2015

Associated Forms exist? Yes Initiator's Title **Coord,Program Advisement: Communication Journalism**
Faculty Contact **Janet Shiver** Administrative Contact **Gregoria A. Cavazos**
Department **Communication & Journalism** Admin Email gcavazos@unm.edu
Branch Admin Phone **277-1903**

Proposed effective term

Semester **Fall** Year **2016**

Course Information

Select Appropriate Program **Undergraduate Degree Program**
Name of New or Existing Program **BA in Communication - Critical Studies in Mass Media**
Select Category **Concentration** Degree Type
Select Action **New**

Exact Title and Requirements as they should appear in the catalog. If there is a change, upload current and proposed requirements.

See current catalog for format within the respective college (upload a doc/pdf file)

[BA-Communicationw Critical StudiesIFDM_REVISED2016-1017.pdf](#)

☐ **Does this change affect other departmental program/branch campuses? If yes, indicate below.**

Reason(s) for Request (enter text below or upload a doc/pdf file)

IFDM is moving from a 4-year to a 3-year program. The IFDM required core course, IFDM 105L, is moving to the university core and IFDM students will begin the IFDM core with IFDM 205L, and CS 105L as a co-requisite. IFDM is also taking out one elective course requirement, for a total of 6 less required hours. Removing 6 hours (from the IFDM concentration or Critical Studies in Mass Media Concentration or Digital Field Multimedia Concentration) allows students to complete the IFDM requirements in 3 years which: -aligns the IFDM Program requirements with the university and other degree programs and departments -aligns with the 120 and out initiative from the university -increases retention and graduation rates to align with university goals -accommodates transfer students and current UNM students -allows a more competitive admissions process for a more prepared and mature student -decreases the financial burden on students

Upload a document that includes justification for the program, impact on long-range planning, detailed budget analysis and faculty workload implications.(upload a doc/pdf file)

[IFDM reason justification.docx](#)

☐ **Are you proposing a new undergraduate degree or new undergraduate certificate? If yes, upload the following documents.**

Upload a two-page Executive Summary authorized by Associate Provost. (upload a doc/pdf file)

Upload memo from Associate Provost authorizing go-ahead to full proposal. (upload a doc/pdf file)

Bachelor of Arts in Communication
Critical Studies in Mass Media concentration
with Interdisciplinary Film & Digital Media Core
53 required credit hours*
(No minor required)

The Critical Studies in Mass Media concentration is designed to allow students to critically analyze and explore the history and practice of new/digital media in mass media. With the IFDM core courses, students will develop technical and creative skills while utilizing digital media technology. This concentration will prepare students for careers in Mass Media and a host of careers that involves or emphasizes communication.

Required Major Coursework for Communication
(15hours)

- [CJ 101](#)-3hrs Introduction to Communication
- [CJ 332](#)-3hrs Business & Professional Speaking
or
- [CJ 333](#)-3hrs Professional Communication-3hrs
- [CJ 300](#)-3hrs Theories of Communication
- [CJ 301](#) -3hrs Communication Research Methods
- [CJ 400](#) -3hrs Senior Seminar: Perspectives On Communication

Required Coursework for Critical Studies in Mass Media concentration
(9hours)

- [C&J 461](#) -3hrs Media Criticism (offered each spring)

Select any two courses:

- [C&J 268](#) – 3hrs Media Theory and Influence
- [C&J 365](#) – 3hrs History of the Media (offered each fall)
- [C&J 467](#) – 3hrs Mass Comm.: International Perspectives (offered each fall)
- [C&J 469](#) – 3hrs Multiculturalism, Gender and Media (offered each spring)

Additional required coursework for Critical Studies in Mass Media concentration
(29hours) *

Must take the required Interdisciplinary Film & Digital Media (IFDM) core courses. Must be accepted as an IFDM Pre-Major in order to take IFDM core. Must apply to the IFDM Program in the Spring.

- [CS 105L](#)- 3hrs Intro to Computer Programming
- [IFDM 205](#)–3hrsStudio I: Activating Digital Space (offered each fall)
- [IFDM 210](#)- 3hrs Introduction to Modeling and Postproduction (offered each spring)
- [IFDM 300](#)- 3hrs Critical Intermediations (offered each fall)
- [IFDM 310](#)- 3hrs Studio II: Writing Digital Narrative (offered each spring)
- [IFDM 400](#)- 3hrs Ethics, Science & Technology (offered each fall)
- [IFDM 410](#)- 3hrs Business & Law of Film & New Media (offered each spring)
- [IFDM 450](#)- 4hrs Capstone I (offered each fall)
- [IFDM 451](#)- 4hrs Capstone II (offered each spring)

Reason for Request:

IFDM is moving from a 4-year to a 3-year program. The IFDM required core course, IFDM 105L, is moving to the university core and IFDM students will begin the IFDM core with IFDM 205L, and CS 105L as a co-requisite. IFDM is also taking out one elective course requirement, for a total of 6 less required hours.

Removing 6 hours (from the IFDM concentration or Critical Studies in Mass Media Concentration or Digital Field Multimedia Concentration) allows students to complete the IFDM requirements in 3 years which:

- aligns the IFDM Program requirements with the university and other degree programs and departments
- aligns with the 120 and out initiative from the university
- increases retention and graduation rates to align with university goals
- accommodates transfer students and current UNM students
- allows a more competitive admissions process for a more prepared and mature student
- decreases the financial burden on students

For both forms from C&J, the degree titles will remain the same, only the requirements will change. This proposal does not affect the Communication and Journalism budget, long-range planning, resources, or faculty workload.

**Sample Schedule for Bachelor of Arts in Communication
with Critical Studies in Mass Media Concentration
(beginning Fall 2016) 129 Hours* Required for Graduation**

1 st Year Fall Semester			1 st Year Spring Semester		
Course	CR	Grade	Course	CR	Grade
English 101*: Comp 1 Exposition	3		Writing and Speaking (see UNM core sheet)	3	
Math (see UNM core sheet)	3		English 102*: Comp II Analysis & Argument	3	
Humanities (see UNM core sheet)	3		CJ 101 Intro to Communication	3	
Social/Behv Science(see UNM core sheet)	3		Humanities (see UNM core sheet)	3	
Foreign Language (see UNM core sheet)	3		IFDM 105L Intro Film Digital Media (Fine Arts Elective)	3	
Elective (see UNM catalog & Advisor)	1		Elective (see UNM catalog & Advisor)	1	
Total	16		Total	16	
2 nd Year Fall Semester			2 nd Year Spring Semester		
Course	CR	Grade	Course	CR	Grade
CJ 268/335/365/465/467/469 (select one)	3		IFDM 210*: Intro to Modeling & Post Production	3	
CS 105L*: Intro to Computer Programming	3		CJ 332 or CJ 333 Business & Prof Speech	3	
Physical & Natural Science w/lab (see UNM core sheet)	4		A&S Elective (see UNM catalog & Advisor)	3	
Social/Behv. Science (see UNM core sheet)	3		A&S Elective (see UNM catalog & Advisor)	3	
IFDM 205L* Activating Digital Space	3		Physical & Natural Science (see UNM core sheet)	3	
			Elective (see UNM catalog & Advisor)	1	
Total	16		Total	16	
3 rd Year Fall Semester			3 rd Year Spring Semester		
Course	CR	Grade	Course	CR	Grade
CJ 300 Theories of Communication	3		CJ 461 Media Criticism	3	
IFDM 300*: Critical Intermediation	3		CJ 301 Communication Research Methods	3	
CJ 268/365/467/469 (select one)	3		IFDM 310*: Writing Digital Narratives	3	
			A&S Elective (see UNM catalog & Advisor)	3	
A&S Elective (see UNM catalog & Advisor)	3		A&S Upper Div. Elect (see UNM catalog)	3	
A&S Elective (see UNM catalog & Advisor)	3		A&S Upper Div. Elect (see UNM catalog)	3	
Total	15		Total	18	
4 th Year Fall Semester			4 th Year Spring Semester		
Course	CR	Grade	Course	CR	Grade
IFDM 400*: Ethics, Science & Technology	3		IFDM 410*: Bus/Law Film & New Media	3	
IFDM 450* Capstone I	4		IFDM 451* Capstone II	4	
A&S Upper Div. Elect (see UNM catalog)	3		CJ 400 Perspectives on Communication	3	
A&S Upper Div. Elect (see UNM catalog)	3		A&S Upper Div. Elect (see UNM catalog)	3	
A&S Upper Div. Elect (see UNM catalog)	3		A&S Upper Div. Elect (see UNM catalog)	3	
Total	16		Total	16	

BA in Communication w/ Critical Studies in Mass Media Concentration

*This CFA / IFDM initiated curriculum change is for 6 total hours and it includes removal of IFDM 105L from the IFDM Core and one IFDM elective. However, any modifications to the degree curriculum beyond the CFA/BFA in IFDM to get to the UNM initiated '120 and out' is up to each college/school. The items here in Red reflect changes to previous curriculum documents.