

THE UNIVERSITY OF MARYLAND, COLLEGE PARK

PROGRAM/CURRICULUM PROPOSAL

DIRECTIONS:

- Provide one form with original approval signatures in lines 1 - 4 for **each** proposed action. Keep this form to one page in length.
- Early consultation with the Office of the Associate Provost for Academic Planning & Programs is strongly recommended if there are questions or concerns, particularly with new programs.
- Please submit the signed form to Claudia Rector, Office of the Associate Provost for Academic Planning and Programs, 1119 Main Administration Building, Campus.
- Please email the rest of the proposal as an MSWord attachment to pcc-submissions@umd.edu.

DATE SUBMITTED _____

PCC LOG NO.

07032

COLLEGE/SCHOOL Philip Merrill College of Journalism

DEPARTMENT/PROGRAM _____

PROPOSED ACTION (A separate form for each) ADD _____ DELETE _____ CHANGE X _____

DESCRIPTION (Provide a succinct account of the proposed action. Details should be provided in an attachment. Provide **old** and **new** sample programs for curriculum changes.)

The Philip Merrill College of Journalism proposes that the name of the doctoral program be changed from Journalism and Public Communication to Journalism Studies.

“The Philip Merrill College of Journalism is a professional school dedicated to two missions: First, to educate and train students to become leaders of the news business in print, television/radio and online journalism. Second, to prepare scholars of distinction whose published works and critiques will advance the standards and practices of journalism and our understanding of the news media and its influence on society. In offering a Ph.D. in journalism, Maryland provides scholars and journalistic practitioners a unique opportunity to study the workings of the media and assess its affect on society in the news center of the world” (The Maryland Ph.D. Program Statement of Principles).

JUSTIFICATION/REASONS/RESOURCES (Briefly explain the reason for the proposed action. Identify the source of new resources that may be required. Details should be provided in an attachment.)

The doctoral name change addresses several key issues:

1. Journalism Studies more accurately reflects the type of academic studies and scholarly research conducted by journalism practitioners and media scholars. The College’s approach to blend media theory seminars and advanced professional colloquia with a full range of methodological approaches to the study of journalism and media reiterates the impact of media on the culture, as well as the impact of culture on the media.
2. Journalism Studies is an easily understood concept whereas Journalism and Public Communication is an ambiguous descriptor that fails to accurately reflect the College’s doctoral program. In addition, Journalism Studies allows the College to better market the program to prospective students.
3. Journalism and Public Communication continues to inherently cause confusion between the doctoral program offered by the Philip Merrill College of Journalism and the doctoral program offered by the Department of Communication. The College has established a curriculum and doctoral experiences emphasizing journalism and media studies, and needs a name that accurately reflects the program.

No additional resources will be needed to make the change. In addition, the doctoral name change will not require any curricular changes. The College will request a Program Code change since JOPC will not be used.

APPROVAL SIGNATURES

DATE

- 1. Department Committee Chair _____
- 2. Department Chair _____
- 3. College/School PCC Chair Eric J. Jant 11.29.07
- 4. Dean [Signature] 11/29/07
- 5. Dean of the Graduate School (if required) [Signature] 3/6/08
- 6. Chair, Senate PCC Rhyslikeres for Carmen Baethrop 3/10/08
- 7. Chair of Senate [Signature]
- 8. Vice President for Academic Affairs & Provost [Signature] 6/02/08