



To: Kevin Macy-Ayotte, Chair, Academic Senate  
From: Saúl Jiménez-Sandoval, Dean, Arts and Humanities  
RE: Name Change for Mass Communication and Journalism Department  
Date: 09 September 2016

A handwritten signature in black ink, appearing to read 'S. Jimenez-Sandoval', written over the 'RE' line of the header.

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FRESNO

The changing field of technology, the development of social media in the past decade, and the recent changes in how media is used in relation to journalism, advertising, and public relations, have lead the Mass Communication and Journalism Department to request a name that better illustrates today's field.

I fully support the name change to: Department of Media, Communications & Journalism.

Approval from the Provost has been secured.

As the attached document will attest, the budgetary implications will be minimal.

Thank you for your consideration and help with this matter.

College of  
Arts and Humanities

Office of the Dean

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## Department Name Change Request

The Mass Communication and Journalism Department would like to change its name to the Department of Media, Communications & Journalism, effective immediately.

### Consultation and Approval:

The MCJ Department consulted with its faculty, the Department of Communication faculty, and the Dean and Associate Dean of the College of Arts & Humanities on this name change. All entities support this decision.

### Cost to Department:

The only cost will be in the redesign and printing of new letterhead and business cards for faculty. Business cards are \$35.00 per box for approximately 7 faculty members = \$245 and letterhead and envelopes is \$40 per box. We usually order 4 boxes, so that would be \$160.

All other changes are electronic and will cost time but not money.

### Justification:

- (1) The outdated phrase "mass communication" no longer describes what the students in this department learn in their coursework and practice in their fields. With the increased focus on targeted communication, addressing the "masses" is no longer the industry standard.
- (2) The new Department name will clue prospective students into what we actually do and teach in our Department.
- (3) By calling the Department "Media, Communications and Journalism," it addresses our actual areas of study in a concrete way. Our advertising/public Relations option (both the advertising and public relations track) practice "communications." Our broadcast and digital journalism majors, as well as our print and online journalism majors, practice both "media" creation (and are deemed AS the "media") and also practice "journalism." Our media arts and production students practice "media" creation as well as "communications."

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