

This template is to be used for proposed name changes included on the Academic Plan and for which the unit has received specific written approval from the Office of the University Provost to proceed with internal proposal development and review. A separate proposal must be submitted for each individual name change. The proposal template should be completed and submitted by the Dean's Office to the Office of the University Provost [[mailto: curriculumplanning@asu.edu](mailto:curriculumplanning@asu.edu)]. The name change **may not** be implemented until the Office of the University Provost notifies the academic unit that the name change proposal has completed the approval process.

College/School/Institute: College of Liberal Arts and Sciences
Department/Division/School: Department of English
Proposing Faculty Group (if applicable):

Proposal Contact

Name: Aaron Baker **Title:** Director, MAS
Phone Number: 480-965-3168 **Email:** Aaron.baker@asu.edu

Existing Program Information

Program Type: Degree **Academic Level:** Graduate
Degree Type: Other *If other specify* Master of Advanced Study
Name: American Media and Popular Culture **Concentration (if applicable)** ()

Proposed Program Name

Name: Film and Media Studies **Concentration (if applicable)** ()

Plan code(s) for the program:

If this is a degree program that has multiple concentrations, list all program names and plan codes impacted.
 LAAMPCMAS

Requested effective date: Fall 2019

Select the catalog year for which students can begin applying into this program with the new name.

Note:

1. Name changes can only be implemented so as to be effective for a fall semester.
2. All existing and continuing students will be moved to the new name.
3. Students who complete the degree requirements prior to the fall effective date graduate under the old name.

Briefly describe the proposed change and rationale for the change:

Since its inception in 2009, the online MAS in American Media and Popular Culture (AMPC) at ASU has faced the problem of its name creating confusion with prospective students interested in studying the critical analysis of film and media. While terms such as “film studies,” “cinema studies” and “media studies” are widely used at American universities to describe the field, American Media and Popular Culture is an outlier that has proved less appealing to applicants.

The Film and Media Studies Program at ASU is therefore requesting, in order to brand our program more effectively, to change the name of our online graduate degree from American Media and Popular Culture to Film and Media Studies. To support our request, we are submitting data from a recent online survey asking potential applicants about their name preferences. Twenty-nine of the thirty-three responses we received preferred Film and Media Studies to the current name. In addition to these student survey results, I offer three additional substantive reasons for the name change:

1. The ASU faculty teaching the courses in this online graduate degree are in the Film and Media Studies Program in the English Department, and therefore the name of that unit best describes the curriculum of this program.
2. Film and Media Studies are widely used and well-regarded disciplinary names, employed at the most highly ranked graduate programs in the United States, including USC, Northwestern and UCLA. Recently created online graduate programs at two more top universities in this field, NYU and the University of Wisconsin, describe themselves as offering media studies and film studies respectively.
3. The most highly regarded peer-refereed research journals in our field use the terms film and media studies. They are: *Film Quarterly* published by the University of California Press, and *The Journal of Film and Media Studies* published by the Society for Cinema and Media Studies, the biggest and most influential professional organization in our field.

Discuss the impact of this change on current students and/or enrollment:

Once the name change is approved, current students will be notified of the name change via email. Prospective students requesting information will also be informed that the name will change to Film and Media Studies effective Fall 2019. All fliers, webpages, and templates will be updated. Current students who graduate Fall 2019 and beyond will graduate with an MAS in Film and Media Studies. Students will benefit from a more marketable name.

DEAN APPROVAL(S)

This proposal has been approved by all necessary unit and College/School levels of review. I recommend implementation of the proposed name change.

College/School/Division Dean name: Kenro Kusumi

Signature  Date: 4/17/2018

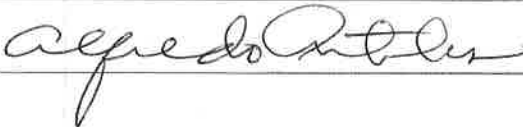
College/School/Division Dean name:
(if more than one college involved)

Signature _____ Date: / / 20

Note: An electronic signature, an email from the dean or dean's designee, or a PDF of the signed signature page is acceptable.

University Approval(s)

Graduate College (if applicable)
Name: _____

Signature:  Date: 1/11/2019

Office of the University Provost
Name: _____

Signature: _____ Date: / / 20



To: Gemma Garcia
From: Casey Evans
Date: November 26, 2018
Subject: Master of Arts in Film and Media Studies

Dear Gemma,

Congratulations!

The Master of Arts in Film and Media Studies program (name change from American Media and Popular Culture) has received support from Dean Phil Regier to be offered as an offering through ASU Online. This program must complete university governance reviews for formal approval. Please include this support memo along with your proposal submission when it is submitted formally to the university (to curriculumplanning@asu.edu) by your dean or their designee.

Please note that in order to proceed with implementation, final approval must be supplied by the university provost.

Once again, congratulations! We are excited to work with you on your new program.
Thank you!

Casey Evans
Director, Academic Program Management
EdPlus at ASU
Arizona State University
Phone: (480) 884-1631
Casey.Evans@asu.edu

CC: Kim Naig

Sheila Luna

From: Kathryn Maxwell
Sent: Monday, November 26, 2018 2:01 PM
To: Bradley Ryner
Cc: Gemma Garcia; Krista Ratcliffe; Aaron Baker
Subject: Re: Impact Statement Request

Hello Bradley,

The Herberger Institute and the School of Film, Dance, and Theatre supports the proposed name change of the MAS to "Film and Media Studies."

Our understanding is that discussions regarding graduate programs related to film and media are ongoing, and that representatives from both HIDA and CLAS are cooperating to develop graduate programs that will effectively allow both units/areas to continue to fulfill ASU's charter.

Best,
Kathryn

Kathryn Maxwell
Associate Dean for Students
Professor of Printmaking

ASU Herberger Institute for Design and the Arts
Dixie Gammage Hall, Rm. 132
PO Box 872102
Tempe, AZ 85287-2102
p: 480.965.0050
f: 480.727.6529

From: Bradley Ryner <Bradley.Ryner@asu.edu>
Date: Monday, November 26, 2018 at 11:56 AM
To: kathrynm <K.Maxwell@asu.edu>
Cc: Gemma Garcia <Gemma.Garcia@asu.edu>, Krista Ratcliffe <Krista.Ratcliffe@asu.edu>, Aaron Baker <AARON.BAKER@asu.edu>
Subject: Re: Impact Statement Request

Dear Dean Maxwell,

I am following up on my request for an impact statement regarding the proposed name change of our MAS in "American Media and Popular" to "Film and Media Studies." Friday is our absolute deadline for submitting the request in time for the change to take effect in Fall 18. So, we would need a statement by Wednesday to make ensure that we meet the deadline.

Sincerely,

Brad

Bradley D. Ryner
Associate Professor and
Associate Chair for Curriculum
Department of English
Arizona State University

<http://www.eupublishing.com/book/9780748684656>

<http://www2.lib.udel.edu/udpress/earlymoderndrama.htm>

From: Bradley Ryner <Bradley.Ryner@asu.edu>

Date: Friday, November 16, 2018 at 2:08 PM

To: Kathryn Maxwell <K.Maxwell@asu.edu>

Cc: Gemma Garcia <Gemma.Garcia@asu.edu>, Krista Ratcliffe <Krista.Ratcliffe@asu.edu>, Aaron Baker <AARON.BAKER@asu.edu>

Subject: Impact Statement Request

Dear Dean Maxwell,

The Graduate College has requested that I contact you for an impact statement from the Herberger Institute for Design and Arts about a proposed program name change. The Department of English is seeking to change the name of our online MAS in "American Media and Popular Culture" to "Film and Media Studies." I have attached the justification for the name change. We must submit the request by Dec. 1. Would it be possible to have an impact statement by **Wednesday, Nov. 28** to ensure that we can include it?

Sincerely,

Bradley D. Ryner
Associate Professor and
Associate Chair for Curriculum
Department of English
Arizona State University

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<http://www2.lib.udel.edu/udpress/earlymoderndrama.htm>