



The University of Georgia®

University Council
Athens, Georgia 30602

March 17, 2017

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Undergraduate Student Representative – Ms. Gabrielle Roth
Graduate Student Representative – Ms. Ashley E. Fallaize

Dear Colleagues:

The attached proposal to make the following change to the designation of the degree for all undergraduate majors in the Grady College of Journalism and Mass Communication will be an agenda item for the March 24, 2017, Full University Curriculum Committee meeting:

From: Bachelor of Arts in Journalism (A.B.J.)
To: Bachelor of Arts (A.B.)

Sincerely,

Alison F. Alexander, Chair
University Curriculum Committee

cc: Provost Pamela S. Whitten
Dr. Rahul Shrivastav

Committee on Facilities, Committee on Intercollegiate Athletics, Committee on Statutes, Bylaws, and Committees, Committee on Student Life, Curriculum Committee, Educational Affairs Committee, Executive Committee, Faculty Admissions Committee, Faculty Affairs Committee, Faculty Grievance Committee, Faculty Post-Tenure Review Appeals Committee, Faculty/Staff Parking Appeals Committee, Human Resources Committee, Program Review and Assessment Committee, Strategic Planning Committee, University Libraries Committee, University Promotion and Tenure Appeals Committee

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The University of Georgia®

Grady College of Journalism and Mass Communication

August 12, 2016

Rahul Shrivastav
Vice President
Vice President for Instruction
0309 New College
CAMPUS

Dear Vice President Shrivastav:

The Grady College of Journalism and Mass Communication currently offers as its undergraduate degree designation the Bachelor of Arts in Journalism (A.B.J.). The College would like to change this designation to a Bachelor of Arts (A.B.).

The current name does not substantially represent the disciplines that comprise the Grady College. Although historically a journalism college, it has expanded its scope to now include a department of advertising and public relations, a department of entertainment and media studies, and the new media institute. Substantially more the half of our students study in fields distant from traditional journalism. This change will correct the historical anomaly of having all students being designated as having a degree in journalism, when that is clearly not what all students have studied.

The diploma, if this change were implemented, would include the name of the college, the degree (A.B.), and the major. This would fully describe the scope of the students' area of study. Currently, we hear stories from graduates that no one knows what an ABJ is, and some have questioned it as a valid degree designation. We would like our students to have a degree that is widely understood and is and that does not mistakenly brand all students as journalists.

This is also consistent with other major programs in the field including Stanford (B.A.), Iowa (B.A.), Maryland (B.A.), Michigan (B.A.), Minnesota (B.A.), Rutgers (B.A.), NYU (B.A.), North Carolina (B.A.), Ohio State (B.A.), South Carolina (B.A.), and Wisconsin (B.A.). In addition, several schools offer a B.S. including Florida, Tennessee and Illinois.

There may be temptation to suggest that we have an A.B. in Journalism and Mass Communication (A.B. J.M.C). Not only is this cumbersome, but it is duplicative of the information that will already be on the diploma. The A.B. designation is consistent with Franklin College, and the College of Public and International Affairs.

Since the students are already receiving a bachelor of arts, we ask to remove the "J" designation. This change will differentiate our degree from others with the inclusion of the name of the college, the degree (A.B.) and the major. It will also clear up the misperception that exists with this designation.

Sincerely,

A handwritten signature in black ink, appearing to be 'C. N. Davis', written in a cursive style.

Charles N. Davis
Dean

Approvals on File

Proposal: Change the Degree Designation For Majors in the Grady College of Journalism and Mass Communication from Bachelor of Arts in Journalism (A.B.J.) to Bachelor of Arts (A.B.)

Department: Grady College of Journalism and Mass Communication

College: Grady College of Journalism and Mass Communication

Proposed Effective Term: Fall 2017

School/College:

- Grady College of Journalism and Mass Communication Dean, Dr. Charles Davis, 8/12/16