Hello, Communications students.

As preregistration time approaches, we want to describe the curriculum changes and new majors that will be implemented in Fall 2014 to better prepare students for a dynamic future.

Current sophomores and juniors (rising juniors and seniors) can remain under their current curriculum or shift to the new curriculum. Current first-year students (rising sophomores) will need to choose among the new majors.

The Communications core curriculum will change in two ways:

- Starting next fall, COM 220 Digital Media Convergence (4 hours) becomes COM 210 Web and Mobile Communications (1 hour) and COM 220 Creating Multimedia Content (3 hours). Students must take the two courses concurrently. If students already have taken Digital Media Convergence, then that satisfies the 210/220 combo in all new and revised majors.

- We will continue offering COM 495 Great Ideas (2 hours) throughout 2014-15. Starting in Fall 2015, this required course will move to 4 hours.

Here are revisions by major:

JOURNALISM
The revised major converges the print/online and broadcast news concentrations, with two new common courses. COM 250 Journalism in a Free Society will be the first course for all Journalism majors. If students already have taken Media History, Media Today (print/online news concentration) or Broadcasting in the Public Interest (broadcast news concentration), then that satisfies the COM 250 requirement in the revised major. Similarly, COM 315 Multimedia News Production will be the common production course for all Journalism majors. If students already have taken Web Publishing (print/online news) or Television Production (broadcast news), then that satisfies the COM 315 requirement in the revised major. Students will continue to have other course choices that point more toward print/online or broadcast news.

STRATEGIC COMMUNICATIONS
This major has two revisions. COM 362 Communication Research has been renamed Strategic Research Methods, and COM 322 Corporate Publishing will be required of all Strategic Communications majors in the future. Currently, students have a choice of Corporate Publishing, Corporate Video or Web Publishing. The other two courses will continue as available electives. If students already have taken Corporate Video or Web Publishing, then that satisfies this requirement.

CINEMA & TELEVISION ARTS
This is a renaming and restructuring of the Media Arts & Entertainment major. It converges the cinema concentration and the broadcast/new media concentration with three common courses. COM 256 Entertainment Media will be the first course for all Cinema & Television Arts majors. If students already have taken Development and Impact of Cinema (cinema concentration) or Broadcasting in the Public Interest (broadcast/new media concentration), then that satisfies the COM 256 requirement in the revised major. Similarly, COM 316 Writing for Television and Cinema will become the common writing course in the major. If students already have taken Screenwriting or Writing for Broadcast and New Media, then that satisfies the requirement. Finally, the converged major will have a common capstone course, COM 456 Producing for the Screen, which will be offered next fall in place of (and fulfilling the requirement of) Producing Narrative Cinema and Producing for Broadcast/New Media.
BFA in CINEMA & TELEVISION ARTS
Students also will have a choice of a BFA degree in Cinema & Television Arts. It consists of all requirements for the BA in Cinema & Television Arts plus four additional components: 1) Another conceptual course (choice of Development and Impact of Cinema, Broadcasting in the Public Interest, International Cinema or Film Theory); 2) Another skills course (choice of Editing the Moving Image, Audio for Sound and Visual Media, Sports Broadcasting, Producing the Documentary, or an advanced writing course titled The Screenplay); 3) Required participation in the Elon in Los Angeles program in either spring term or summer; and 4) Completion of a BFA Thesis Project (4 hours).

MEDIA ANALYTICS
This is a substantive revision of the Communication Science major in a way that focuses on audience measurement of media content. The first course in this major is COM 260 Understanding Audiences (new name for the current COM 260 The Process of Communication). If students already have taken The Process of Communication, then that satisfies this requirement in the revised major. Other courses in this major will be rolled out over a two-year span.

COMMUNICATION DESIGN  (under consideration)
This proposal will be considered next month by University Curriculum Committee, so what follows is tentative. The first course in this major would be COM 258 Visual Communication, to be offered in the fall, followed by a rollout of other courses in the major over a two-year span. The major also would require completion of two Art courses: ART 112 Fundamentals of Design and ART 260 Introduction to Digital Art (being renamed next fall as ART 260 Introduction to Intermedia and Photography).

To summarize key points:

• All current first-year students (rising sophomores) will have a choice of the new majors listed above, not the majors being phased out. This includes taking COM 395 Great Ideas: Issues and Research as a 4-hour course and other requirements as described in the 2014-15 Academic Catalog.

• All current sophomores (rising juniors) have the option of remaining under their current curriculum or switching to a new curriculum as described in the 2014-15 Academic Catalog. The school will offer all required courses in new and revised majors over a two-year span.

• All current juniors (rising seniors) have the option of remaining under their current curriculum or switching to a new curriculum as described in the 2014-15 Academic Catalog. However, depending on their progression through courses, it may be advantageous for them to remain under the current curriculum.

• COM 495 Great Ideas will remain a 2-hour course for seniors throughout 2014-15. It will convert to a 4-hour course in Fall 2015.

• If you need assistance, please call the School of Communications at 278-5724 to schedule an appointment.

Best wishes,

Paul Parsons
Dean, School of Communications