

DOCUMENTS OF THE GENERAL FACULTY

PROPOSAL TO DELETE THE TRANSCRIPT-RECOGNIZED US LATINO AND LATIN AMERICAN MEDIA STUDIES CERTIFICATE IN THE MOODY COLLEGE OF COMMUNICATION CHAPTER IN THE *UNDERGRADUATE CATALOG, 2016-2018*

Interim Dean Jay M. Bernhardt, in the Moody College of Communication has filed with the secretary of the Faculty Council the following changes to the *Undergraduate Catalog, 2016-2018*. The secretary has classified this proposal as legislation of *exclusive* application and of primary interest only to a single college or school.

The Committee on Undergraduate Degree Program Review recommended approval of the deletion on February 3, 2016, and forwarded the proposal to the Office of the General Faculty. The Faculty Council has the authority to approve this legislation on behalf of the General Faculty. The authority to grant final approval on this legislation resides with UT System.

If no objection is filed with the Office of the General Faculty by the date specified below, the legislation will be held to have been approved by the Faculty Council. If an objection is filed within the prescribed period, the legislation will be presented to the Faculty Council at its next meeting. The objection, with reasons, must be signed by a member of the Faculty Council.

To be counted, a protest must be received in the Office of the General Faculty by February 11, 2016.



Hillary Hart, Secretary
General Faculty and Faculty Council

PROPOSAL TO DELETE THE TRANSCRIPT-RECOGNIZED US LATINO AND LATIN AMERICAN MEDIA STUDIES CERTIFICATE IN THE MOODY COLLEGE OF COMMUNICATION CHAPTER IN THE *UNDERGRADUATE CATALOG, 2016-2018*

1. **Type of Proposal** New Certificate Program (requiring THECB notification only)
 Change an Existing Certificate Program
 Delete a Program

Proposed classification Exclusive General Major

2. **2. THIS PROPOSAL INVOLVES (Please check all that apply)**

- | | | |
|--|--|---|
| <input type="checkbox"/> Courses in other colleges | <input checked="" type="checkbox"/> Courses in proposer's college that are frequently taken by students in other colleges | <input type="checkbox"/> Flags |
| <input type="checkbox"/> Course in the core curriculum | <input type="checkbox"/> Change in course sequencing for an existing program | <input type="checkbox"/> Courses that have to be added to the inventory |
| <input type="checkbox"/> Change in admission requirements (external or internal) | <input type="checkbox"/> Requirements not explicit in the catalog language (e.g., lists of acceptable courses maintained by department office) | |

3. **SCOPE OF PROPOSED CHANGE**

- a. Does this proposal impact other colleges/schools? Yes No
If yes, then how?
- b. Do you anticipate a net change in the number of students in your college? Yes No
If yes, how many more (or fewer) students do you expect?
- c. Do you anticipate a net increase (or decrease) in the number of students from outside of your college taking classes in your college? Yes No
If yes, please indicate the number of students and/or class seats involved.
- d. Do you anticipate a net increase (or decrease) in the number of students from your college taking courses in other colleges? Yes No

If 3 a, b, c, or d was answered with yes, please answer the following questions. If the proposal has potential budgetary impacts for another college/school, such as requiring new sections or a non-negligible increase in the number of seats offered, at least one contact must be at the college-level.

How many students do you expect to be impacted:

Impacted schools must be contacted and their response(s) included:

Date of communication:

Response:

4. **Official Certificate Name:** Undergraduate Certificate: US Latino and Latin American Media Studies Certificate
5. **Proposed Implementation Date:** Fall 2016
6. **CIP Code** (administrative unit awarding the certificate): College of Communication
7. **Statement of Objective:** Reclassification: The US Latino and Latin American Media Studies Certificate will now be offered as a Transcript Recognized Minor.
8. **Number of Students Expected to Receive the Certificate Each Semester:** None; This certificate program will be changed to an eighteen-hour minor.
9. **Number of Hours Required for Completion:** N/A

10. List Faculty on the Certificate Program Faculty Committee.

Name of Faculty Member	College/Department	Title at UT Austin	Highest Degree and Awarding Institution
Joseph D. Straubhaar*	Communication/ Radio-TV-Film	Amon G. Carter Centennial Professor in Communication (Program Chair)	PhD, Fletcher School of Law and Diplomacy, Tufts University
Stephen D. Reese*	Communication/ Journalism	Professor and Associate Dean for Academic Affairs	PhD, Mass Communication, University of Wisconsin at Madison
Barbara Davis*	Communication/ Communication Sciences and Disorders	Houston Harte Centennial Professor in Communication	PhD, Speech Communication, University of Texas at Austin
Mary Beltrán*	Communication/ Radio-TV-Film	Assistant Professor	PhD, Radio-Television- Film, University of Texas at Austin
Lisa Dobias	Communication/ Advertising	Senior Lecturer, Texas Media Director	BS, Advertising, University of Texas at Austin

11. Academic Course Requirements: N/A; certificate will no longer exist and will be replaced by a minor.

12. Other Certificate Requirements: N/A

13. Give a Detailed Rationale for Change(s):

Reclassification of the certificate to a minor. This change will become more in line with the University's newly shifted stance on offering Transcript Recognized Minors.

14. College/School Approval Process:

Approver: Jay M. Bernhardt
Title: Interim Dean, Moody College of Communication
Date: October 20, 2015

PROPOSED NEW CATALOG TEXT: Catalog language to be removed on page 78 under the Moody College of Communication subheading Academic Policies and Procedures > Concentrations and Certificates.

**US Latino and Latin American Media Studies
Certificate**

~~This concentration is designed to introduce students to United States Latino and Latin American issues in communication and the media and to give them the opportunity to prepare for professional work related to these areas in addition to their major. The certificate program requires eighteen hours of coursework, including at least nine hours completed in residence. Students must fulfill the following requirements:~~

- ~~1. Communication 316M, *Race, Ethnicity, and the Media*, or Radio-Television-Film 316M, *Race, Ethnicity, and the Media*~~
- ~~2. Nine hours of upper division elective coursework chosen from the list of approved electives available in the Moody College of Communication~~
- ~~3. Six additional hours (upper or lower division) of elective coursework in Latin American studies or Mexican American studies~~
- ~~4. All courses must be taken for a letter grade, and only courses with a grade of C or better will be counted.~~

Any Moody College of Communication student may enroll in any of the concentration courses for which he or she meets the prerequisite. The student must have a University grade point average of at least 2.25 to enroll in any upper-division course in the college.

The student must submit an application form online to the Office of Student Affairs in order to enroll in the US Latino and Latin American Media Studies Certificate Program. Certain course prerequisites, for approved courses in the Moody College of Communication, may be waived once the student is accepted to the program.

Each degree program in the college imposes a limit on the number of hours in the college that may be counted toward the degree; each also imposes limits on the number of hours in the major that may be counted. For students who complete the US Latino and Latin American Media Studies certificate, these limits may be modified with the approval of the Student Advising Office.

Students must apply for the transcript-recognized academic certificate at the time they complete their degree or the certificate program, whichever comes later.

Students should consult the Student Advising Office for additional information about the program and the coursework that meets concentration requirements. The courses that may be counted toward the certificate include, but are not limited to, the following:

Required Course

Communication 316M, *Race, Ethnicity, and the Media* or Radio Television Film 316M, *Race, Ethnicity, and the Media*

Electives

Advertising 334, *International Advertising*

Advertising 378, *Advanced Studies in Advertising*

Advertising 378 (Topic 2: *Advanced Issues in Multicultural Markets*) Advertising 378 (Topic 9: *Consumer Discrimination in the Marketplace*) Journalism 340C (Topic 1: *Mass Media and Minorities*)

Journalism 349T (Topic 4: *International Reporting*) Journalism 349T (Topic 7: *Oral History as Journalism*) Journalism 349T (Topic 10: *Covering the US Latino Community*) Journalism 367E, *Journalism in Latin America*

Public Relations 378, *Advanced Studies in Public Relations* Radio Television Film 359S (Topic: *Brazilian Media and Culture*) Radio Television Film 359S (Topic: *Brazilian Film: Documentary vs. Narrative Interpretation*)

Radio Television Film 365 (Topic: *Immigrant Media*)

Radio Television Film 365 (Topic 6: *Contemporary Issues: Latinos and Media*)

Radio Television Film 365 (Topic: *Race, Class, and Media*) Radio Television Film 366K (Topic 4: *East Austin Stories*)

Six additional hours to be selected from Latin American studies and/or Mexican American studies are also required.