

Universidad de Puerto Rico
Recinto Universitario de Mayagüez
Facultad de Artes y Ciencias
Departamento de Inglés

Proposal for the Creation of a Curricular Sequence in Media Studies

Introduction

This proposal is directly linked on the one hand with current events and the rise of “fake news” as well as the diversification of labor to accommodate the necessities of the digital era. The capacity to understand the deeply ideological machinations of Media messages particularly the manufacturing of public opinion together with the necessity to create and not only consume media motivates this curricular enterprise. This curricular sequence can be added to any major that wants to combine theoretical implications with practical exercises expanding on both critical thinking and technological skills.

1. Title of the Sequence: Curricular Sequence in Media Studies
2. Objectives
 - Explore aspects of technological communication and theoretical investigations
 - Analyze the ideological ramifications of the construction of Power and Representation in the media
 - Research topics related to Media and how they affect world communities
 - Develop editing visual texts skills to illustrate ideas in digital content

3. Justification

The rise of social media has had a huge impact on the networks of communication and the dissemination of news. In order to foster a new approach to the consumption and analysis of media, it is important to understand how messages are built and how they can be dismantled. The ability to create videos and videographic essays based on extensive research and critical thinking are essential tools for the contemporary workplace.

4. Courses

Code	Title	Rank	Credits
INGL 3018	Media Aesthetics	Core	3
INGL 3019	Media, Power and Representation	Core	3
INGL 3xxx	Special Topics in Media Studies	Core	3
INGL 3xxx	The Videographic Essay	Core	3
INGL 5xxx	Adaptation	Core	3

5. Requisites for Admission

Potential students must:

- Be active in a bachelor’s program at UPRM
- Have a GPA of at least 2.5
- Be in good academic standing
- Apply for the curricular sequence at the UPR Admissions Portal
- Be interviewed and/or receive consent from the coordinator of the Curricular Sequence in Media Studies

6. Requisites for Completing the Sequence

As described in 3C of Certification Number 47 (2004-2005), the student needs to pass all courses in the sequence with a grade of C or more and have a GPA of 2.5 in the sequence.

7. Assessment Plan

In order to evaluate the effectiveness of the Curricular Sequence in Media Studies, the following information will be assessed:

- Number of students that apply to or enroll each semester
- Data related to the students' majors
- Academic progress of students throughout the academic year
- Student satisfaction with individual courses as well as the curricular sequence through an exit interview and survey
- Number of students that passed the sequence
- Impact of Media Studies on the careers of students that passed the curricular sequence

8. Administration of the Program

The Curricular Sequence in Media Studies will have a coordinator working within the English Department who will be in charge of student orientation and expanding course content in collaboration with other members of the English Department. Interdisciplinary collaboration is encouraged.