

Contact: Diana Gonzalez

**REQUEST FOR A DEPARTMENT NAME CHANGE AT THE UNIVERSITY OF IOWA:
FROM DEPARTMENT OF CINEMA AND COMPARATIVE LITERATURE TO
DEPARTMENT OF CINEMATIC ARTS**

Action Requested: Consider recommending approval of the request by the University of Iowa to change the name of the Department of Cinema and Comparative Literature to the Department of Cinematic Arts in the College of Liberal Arts and Sciences.

Executive Summary: The proposed department name change will align the program offerings in the department with a more appropriate title. This request has been reviewed by the Board Office and the Council of Provosts and is recommended for approval. This request addresses the Board of Regents Strategic Plan priority to pursue “educational excellence and impact” and Goal #8 – “Iowa’s public universities and special schools shall be increasingly efficient and effective.”

Background:

- ◇ **Description of department.** The Department of Cinema and Comparative Literature approaches film from a critical and creative perspective, in relation to the other arts, and within and international and interdisciplinary frame. It provides students with the critical tools necessary for the theoretical and historical analysis of cinema as well as the creative skills required for the production of film, video, and digital media. The Department offers a Bachelor of Science Program in Cinema, a Master of Arts Program and a Ph.D. Program in Film Studies, and a Master of Fine Arts in Film and Video Production.

Recently, the Comparative Literature component of the department was administratively moved; the remaining programs focus on analysis and production of film, video, and digital arts. Creativity and aesthetics are central to the program. The proposed name describes how the department seeks to include new cinematic experiences (such as watching films on iPads, cell phones, personal computers) and expand existing scholarship and production strategies related to New Media. The proposed name also reflects the future of the department.

- ◇ **Reason for proposed name change.** In January 2013, the administrative home of the Master of Fine Arts Program in Literary Translation was moved from the Department of Cinema and Comparative Literature to the Division of World Languages, Literatures, and Cultures (DWLLC). In July 2013, the Bachelor of Arts Program and the Ph.D. Program in Comparative Literature were also transferred administratively to DWLLC. As a result of these administrative changes, the current name of the department is a misnomer; all of the courses with a “comparative literature” focus are no longer administered in the Department of Cinema and Comparative Literature. The current faculty members in the department are film scholars and creative media artists.

- ◇ Comparable name at other institutions. The following universities have departments named “Cinematic Arts – University of Southern California (School of Cinematic Arts); New York University (Cinema Studies); and the University of New Mexico (Department of Cinematic Arts).
- ◇ Consistency with accreditation requirements. The department is not accredited.
- ◇ Effect on program configuration. There will be no modifications in the configuration of the theoretical and historical analysis of cinema or the production of film, video, and digital media as a result of the department name change. Students will have access to individualized programs in the interdisciplinary study and production of film and audiovisual arts which promote cultural awareness, increase speaking and writing skills, and develop capacities for systematic reasoning about films.
- ◇ Effect on students. Cinematic Arts represents the evolving mission and the current curriculum of the department and should be more easily understood by students at the university. The proposed name change will provide students a clearer identification with the department title and the programs offered. In concert with an appropriate overall curriculum, the major in cinema can offer effective preparation for continuing study or creative work in the humanities, arts, and cinema; provide a solid foundation for careers in film, video, television, and digital production; and lead to careers in arts administration, advertising, and business.
- ◇ Effect on resources. No new resources are anticipated as a result of the proposed department name change.
- ◇ Proposed name consistent with College mission. The proposed department name change underscores the department’s key mission – the academic study and creative practice of cinema in dialogue with the past, present, and future of related media (film, sound, video, and digital). It captures the aspects of the evolving mission of the department and the College as stated in the Strategic Plan “to prepare students to be knowledgeable, engaged citizens of the 21st century who will respond creatively and flexibly to the challenges of a rapidly changing world. The College advances scholarly and creative endeavors through study of the human past and cultural heritages, ground-breaking research, and artistic production.”
- ◇ Date of implementation. The proposed name change will become effective upon approval by the Board of Regents and will be included in the University’s General Catalog. The anticipated implementation date is August 2014.