

Introduction

The proposed Bachelor of Arts in Film Studies (B. A. in Film Studies) degree will offer students the opportunity to major in a popular classic liberal arts discipline. It teaches the fundamental skills that make a college degree essential in most high-paying, career-oriented jobs:

- Planning and executing research
- Mastery of information retrieval (libraries, books, periodicals, internet sites)
- Critical analysis
- Organizing ideas and presenting them in cogent, cohesive forms
- Developing and testing hypotheses
- Writing and communication

The study of film applies these skills to both fictional and non-fictional contexts that cut across all walks of life, include both the domestic and public spheres, and examine many different branches of the business world. It contributes uniquely to the strategic goal laid out by the Vice Provost for Undergraduate Studies of transforming “MU to a more learner-centered environment with special focus on the development of critical thinking, communication, and life-long learning skills” (MU Strategic Initiative One).

Students enrolling in the program will complete all the required general education courses and a 27 credit-hour major. Students will be able to choose among electives within the major field and from free elective hours that may include a minor.

This proposal is a response to a growing and explicitly expressed demand among both current and prospective students. This demand reflects the larger need for a twenty-first century liberal arts curriculum that places the proper emphasis on visual literacy. As one of the dominant forms of public culture since the beginning of the twentieth century, cinema has helped usher in a paradigmatic shift in emphasis from literary to visual culture. This shift is reflected in the growing numbers of jobs not only in the Motion Pictures and Video Industries, but also across a broad sector of the entertainment and communications field where students with skills in film and digital video are in demand. (For statistical data on these jobs from MERIC and the U.S. Bureau of Labor Statistics see the “Market Demand and Career Prospects” section of Form CC.) American institutions of higher learning are only now beginning to implement changes in the core curriculum that reflect this development. The B. A. in Film Studies will play an important role as MU adapts to the new cultural landscape and eventually makes proficiency in visual literacy a basic skill taught to every undergraduate.

Student Demand

Student demand for a Film Studies major is large and solid. Over the last few years current as well as prospective students have continually expressed interest in a Film Studies degree at MU. They, or often the parents of prospective students, have sent unsolicited emails to the Film Studies Program (more than 65 emails over the last few years) or called asking whether MU has a film major or has plans to establish one.

For the most part the emails are from (generally in-state) students writing that they would like to attend MU but are planning to go somewhere else because they intend to major in film (see attached sample of emails from prospective students). In addition, the Film Studies faculty at MU hear this frequently as well from students in our classes who would like to major in Film Studies. The demand for a Film Studies degree at MU is particularly strong in that no state college or university in Missouri has a major in film.

A dramatic development in fall 2005 provided clear evidence of a strong demand for a film major. In summer 2005 a group of incoming freshmen and continuing students created a *facebook* for MU students who wanted to major in Film Studies at MU. By September over 30 students had organized themselves into a student group whose purpose was to advocate for the establishment of a film studies major. This was a completely student-generated initiative. Only after they had formed themselves into an official student organization, Mizzou Students for Film (MSFF) did they contact faculty at the end of September. The number of students involved in this effort grew quickly to over 65, and they began actively pursuing their plans of bringing a film studies major to MU.

It was this self-initiated and, to our knowledge, unprecedented action by students that motivated us to begin a push to establish the B.A. degree. In the meantime most of these students have either graduated or completed most of their college degree without the opportunity to major in film studies. However, many of them continued to take film courses beyond those needed for the Minor, and some began to develop their own Emphasis Area in Film Studies as part of the B. A. in Interdisciplinary Studies. In Fall 2006 the advisor for the Interdisciplinary Studies program requested that we establish a formal set of requirements for the Emphasis Area because of student demand. The Film Studies Program collaborated with Interdisciplinary Studies and implemented the Emphasis Area in Spring 2007. This was established only as a transitional solution to meet student demand until the B. A. in Film Studies could be implemented. Between November 2007 and April 2009 15 students filed graduation plans for a B.A. in Interdisciplinary Studies with an Emphasis Area in Film Studies. (See supporting letters and email from Deanne Cotter and Kirsten Pape, the present and former Advisor in Interdisciplinary Studies, respectively.)

The email requests and MSFF's active push for a film studies major represents only one part of a strong demand. In January 2006 an advisor in the Academic Exploration and Advising Services contacted me concerning a growing number of students expressing interest in Film Studies and asked what I would recommend as a major for them to enroll in. When I told her we were in the process of proposing a B. A. in Film Studies, she responded, "I think there are a lot of students that will be interested in this major. Great work!" Across the board, advisors in related fields and in central advising offices have had students come to them to express their desire to major in Film Studies (see attached letters from these advisors). Clearly, one of the biggest challenges of a Film Studies major will be keeping up with student demand.

Enrollment Goals

The figures in Form SE are conservative estimates derived from similar programs. Specifically, the projected enrollment draws upon the experience of film studies programs at the University of Iowa and the University of Nebraska. The inclusion of film production courses as part of the

degree at Iowa corresponds roughly with our own. Their rationale for limiting the role of production courses is the same as ours (see email from Professor Sasha Freyer, the Director of Undergraduate Studies for Cinema at Iowa). At the University of Nebraska the B.A. in Film Studies is administered through the English department and focuses strictly on critical studies.

The undergraduate major in Cinema at the University of Iowa had an average enrollment of 242 majors (= students enrolled as majors in Spring Semester of each year) over the last five years (2004–2008).¹ The University of Nebraska averages about 100 students enrolled as majors in Film Studies each year and graduates on average about 15–20 students each year (see letter from the English Department.)²

The enrollment projections are a conservative estimate based on the experiences at Iowa and Nebraska and the interest expressed by current and prospective MU students. The faculty and resources in place can handle these numbers and more. If the program were to grow much larger additional resources would be needed.

Form SE

STUDENT ENROLLMENT PROJECTIONS

YEAR	1	2	3	4	5
FULL-TIME	15	20	25	30	35
PART-TIME	1	2	2	2	2
TOTAL	16	22	27	32	37

Enrollment at the end of Year 5 for the program to be Financially and Academically Viable

Year	5
Full-time	35
Part-time	2
Total	37

To meet our enrollment goals we will recruit students first through the campus and departmental advising offices that have been fielding requests for a Film Studies degree from current students. We will also promote the program in all our lower-level film courses. Over the last few years our instructors in these courses have consistently had students inquiring whether we have or will have a Film Studies major on the MU campus. We expect the most effective tool for generating interest and attracting students will be the Film Studies Program web site. Many of the inquiries about a major that we have received have stemmed from prospective students visiting the web

¹ <http://www.registrar.uiowa.edu/profiles/default.aspx>

² The numbers for the first five years are best estimates based on present numbers at comparators schools and evidence of interest at MU. Neither searches of databases nor inquiries to faculty in film studies at comparator schools were able to find numbers of majoring first five years of the degree program.

site. Once the B.A. has been approved we will feature it prominently on the site home page. We will also contact high school and community college counseling offices around the state and inform them about the new degree program.

Additional recruitment efforts, if needed, would be similar to those established for other popular areas of study in the College of Arts and Science. This includes effective strategies such as: direct mail publications, attending college fairs throughout Missouri, and e-mail correspondence. A comprehensive endeavor to attract students would include more direct and frequent contacts with high school and community college counselors, instructors in the humanities (high school and transfer institutions), parents of prospective students, and Mizzou alumni. Another recruiting tool will be a summer seminar on film on the MU campus for high school students. The Vice Provost Office for Enrollment Management has approached the Film Studies Program with the idea of teaching such a course each summer to aid in the recruitment of students from minority and underrepresented demographic groups. Once the B. A. in Film Studies has been implemented we plan to develop this course and use it as a recruiting tool that will help us attract students to MU and into the Film Studies degree program. The cost for the summer course would be covered by the Vice Provost Office for Enrollment Management. The other efforts would be conducted mainly via email and the internet. Any costs incurred (by direct mailing, for example) would be covered by the Film Studies Program's operating budget.

Market and Societal Demand

The B. A. in Film Studies offers a popular form of a degree in a classic liberal arts discipline. It teaches the fundamental skills that make a college degree essential in most high-paying, career-oriented jobs:

- Planning and executing research
- Mastery of information retrieval (libraries, books, periodicals, internet sites)
- Critical analysis
- Organizing ideas and presenting them in cogent, cohesive forms
- Developing and testing hypotheses
- Writing and communication

The study of film applies these skills to both fictional and non-fictional contexts that cut across all walks of life, include both the domestic and public spheres, and expose many different branches of the business world. It contributes uniquely to the strategic goal laid out by the Vice Provost for Undergraduate Studies of transforming "MU to a more learner-centered environment with special focus on the development of critical thinking, communication, and life-long learning skills" (MU Strategic Initiative One).

With respect to career prospects, the Film Studies degree offers in an accentuated form what a leading job website for students calls "one of the main advantages of majoring in a classic liberal arts discipline ... [namely] a degree you can apply to almost any type of work."³ The Film Studies degree will also provide graduates with what "experts say, and a 2007 NACE (National Association of Colleges and Employers) survey confirms, is the most important skill em-

³ <http://www.monstertrak.com/career-guide/career-advice/liberal-arts-jobs>

ployers seek in job candidates, the ability to communicate effectively.” Consequently, “those who study liberal arts can pursue a range of careers. Most entry-level positions require people who can learn quickly and solve problems; the specifics are taught on the job.”⁴

Another important advantage of this degree program must not be underestimated. It combines the emphasis on critical thinking, research, problem-solving, written expression, and cultural literacy of a traditional liberal arts program with the discipline's unique attention to visual analysis. Students emerge with an understanding of visual representation at a time when our culture as a whole is undergoing a paradigmatic shift in emphasis from written to visual media. As a recent article in the “Screens Issue” of the *New York Times Magazine* stated it, “We are now in the middle of a second Gutenberg shift — from book fluency to screen fluency, from literacy to visuality.”⁵ As part of this shift, we now work with visual texts much in the same way we have traditionally worked with the written word: “As moving images become easier to create, easier to store, easier to annotate and easier to combine into complex narratives, ... they invite the same satisfying participation in both creation and consumption that the world of text does.”⁶ Many of our students are already better versed in this form of visual literacy and creativity than the current generation of university instructors. But more prohibitive to its development than the generational difference is the slow rate of adaptation of our institutions of higher learning. Cinema became one of the dominant forms of culture already in the first half of the twentieth century and yet it still has not taken its place alongside the traditional arts in the canon of higher education. The establishment of a Film Studies degree will be one (certainly belated) step in MU’s move to catch up with this cultural shift and address an important deficiency in higher education: “If text literacy meant being able to parse and manipulate texts, then the new screen fluency means being able to parse and manipulate moving images with the same ease. But so far, these ‘reader’ tools of visuality have not made their way to the masses.”⁷

These skills, as is the case with literary skills, are not simply something to be used in leisure appreciation of the arts. They are part of the foundation needed for work in a range of careers that rely on visual literacy as well as training in the humanities. Another article in the *New York Times*—with the telling title “Is a Cinema Studies Degree the New M.B.A.?” —documents the practical job value of a cinema studies degree (3/6/2005). Citing specialists in career placement from some of the universities with top film programs, the article states that in our highly visual media culture “cinematic skills [serve] as a new form of literacy,” and a degree in film studies has become “the bedrock of careers as far afield as law and the military.”⁸ Such employment opportunities include work in many diverse areas of business, law, education, and advertising.

For those who want to pursue a career in the TV/motion picture and digital media industries the B. A. in Film Studies provides a strong foundation that can be combined with the learning of specific industry skills. With the increasing shift to digital media the job categories cannot keep up with the fluid nature of the market. For example, the MERIC category “TV/motion

⁴ Gehlhaus, D. (2008). “What Can I Do with My Liberal Arts Degree?” *Occupational Outlook Quarterly*, Winter 2007–08, p. 4. <http://www.bls.gov/opub/ooq/2007/winter/art01.pdf>

⁵ Kelly, K. (2008). “Becoming Screen Literate”. *New York Times Magazine*. 23 Nov. 2008, p. 50.

⁶ *Ibid.*, p. 57.

⁷ *Ibid.*, p. 54.

⁸ Van Ness, E. (2005). “Is a Cinema Studies Degree the New M.B.A.?” *New York Times*. Arts and Leisure. 6 March 2005, p. 1.

picture/video editors” does not include the fast-growing field of digital animation and editing. This fluidity means that many of the skills needed for these jobs are gained by practice and on-the-job experience rather than in existing degree programs.

For a data-based summary of these job prospects see Form CC: “Market Demand and Career Prospects.”

Form PS:

PROGRAM STRUCTURES

Summary

The Film Studies program is interdepartmental within the College of Arts and Science. The English Department offers introductory courses in film as well as topical courses focusing on particular directors, film genres, or themes. Faculty members from the departments of German and Russian Studies and Romance Languages and Literatures teach courses on national cinemas (Chinese, German, French, Italian, Japanese, Latin and South American, Portuguese, Russian, Spanish) and on foreign directors. Faculty members from these three departments already teach the two main core courses (Introduction to Film Analysis, and Trends in World Cinema) of the Minor and will also teach the new core courses for the B.A. (Film Genres, Documentary Film, Contemporary Film Theory, and the Capstone Seminar in Film Studies). The Theatre Department teaches film courses related to theatrical performance (Adaptation of Dramas to Cinema, Screenwriting, and Musicals). The Film Studies Committee that makes curriculum and program decisions consists of two faculty members from each of the three main contributing departments (German and Russian Studies, English, Romance Languages and Literatures).

Other departments in the College presently offer courses that will contribute to the major, and are interested in developing new courses in various areas of film production that can complement the Film Studies major. The Communication Department offers courses in Visual Literacy, Video and Audio Production, and Performance in the Visual Media that are closely related to film production. Even those that specify television involve digital recording and editing which are applicable to film production. With the establishment of the Film Studies major Communication could expand their production courses to include more film-specific production courses.

The program also includes courses from the College of Engineering. The new IT Program with the emphasis in Media Technologies includes courses on digital editing and film production technology that are now a part of the Film Studies Minor and will count toward the major as well. The prominent role played by digital media in this area of the Film Studies program establishes a productive link with the School of Journalism and its recent Initiative on New Media. A grant-supported Film Studies course planned for Spring Semester 2010 on Experimental Filmmaking and Media Production will attract students from both the Journalism and the IT Program as well as from Art, Communication, Theatre and Creative Writing.

The B. A. in Film Studies will consist primarily of courses that teach the critical study of film while also providing a limited opportunity to learn about some of the basics of film production.

The main focus is on film aesthetics, the history of cinema, genres, analysis, film theory, and national cinemas. The major will offer students a broad introduction into the historical development of cinema from its beginnings to the present and introduce them to films from all parts of the world. The first two required courses (1810 and 1820) survey the basic techniques of filmmaking, some important film genres and classic films of each period. The second course in the sequence towards the major, Film 2810, familiarizes students with the basic analytical tools for describing and interpreting films, and helps them develop a critical vocabulary for discussing and writing about film. It teaches the analytical tools necessary for the study of cinema in all the subsequent courses. It also provides the aesthetic basis needed for success in film production courses. The third course, Film 2820, provides a historical overview of the major trends in international cinema, focusing on the intersection of aesthetics, industry, and ideological and social concerns in cinematic production. It lays the foundation for the courses on particular national cinemas that make up a prominent group of the electives.

The B. A. in Film Studies will also enable students to work on occasional feature film projects on campus. The Film Studies Program in conjunction with the IT Program competed for and was granted one of the awards from the Provost's Interdisciplinary Innovative Technology funds in summer 2008. The funded project engages students and faculty from various departments and colleges (Architectural Studies, Art, English, Film Studies, IT Program, Theatre, Textile and Apparel Management, among others) in the making of a feature-length film. Under the guidance of faculty from their major disciplines, students will apply skills and knowledge they have attained during their studies at MU to the various areas of production that make up the production of a feature film. This is occurring in Spring Semester in conjunction with a new Film Production course. The film is the third in a series of feature films made at MU since 2002 that have enabled students to work with faculty in the practical application of such skills. To the extent that we can continue this students will have the unusual opportunity of being integrally involved in the making of a feature film that is tied to the Film Production course. In the years we are not able to engage in such an ambitious project we will teach the Film Pre-Planning and Production course, with the students involved in filmmaking projects on a smaller scale (as we have done each year since its inception in 2006).

Curriculum Development and Approval

The Film Studies Committee, which consists of two faculty members from each of the three main contributing departments (German and Russian Studies, English, Romance Languages and Literatures), including the Director of the Program, determines the curriculum and requirements for the major. The committee reviews and approves the inclusion of any new courses that will count toward the B. A. in Film Studies. Any request for credit for an internship (Film 4980) and all Thesis credits (Film 4990) must be approved by the Film Studies Committee.

The four required core courses will be offered each semester, with Film 1810 and 1820 alternating between the Fall and Spring semesters respectively. The required advanced courses Film 3880 and Film 4980 (Capstone Seminar) will be offered alternately in the Fall and Spring semesters. For a sample degree program see Appendix A.

A. Total Credits Required for Graduation

Standard: 120 Credits

B. Residency Requirements

Standard: Thirty of final 36 hours at University of Missouri-Columbia

C. General Education Courses

Total Credits	<u>54 credits</u>
English 1000 Exposition and Argumentation	3 credits
Two Writing Intensive courses included in any of the categories in general education or core courses or minor courses	
Math 1100 or 1120	3 credits
One Math Reasoning Proficiency Course included in any of the categories in general education	
Foreign Language	12 credits
Behavioral and Social Science	15 credits
Humanities and Fine Arts	12 credits
Biological, Physical and Mathematical Sciences	9 credits
Including one biological or physical science laboratory course	

D. Major Requirements (prerequisites are listed in parentheses)

Total Credits	<u>27–42 credits</u>
[Proposed new courses marked with *]	

1. Required Core Courses (9 hours)

Film 1810 Introduction to Film: The Beginnings to 1945.....	3
or	
Film 1820 Introduction to Film: 1945 to Present.....	3
Film 2810 Film Analysis (Film 1810 or Film 1820)	3
Film 2820 Trends in World Cinema (Film 2810).....	3

2. Required Advanced Courses (6 hours)

*Film 3880 Contemporary Film Theory (9 hours of 2000-level Film Studies courses).....	3
*Film 4980 Capstone Seminar in Film Studies (consent of advisor)	3

3. Elective Courses (12 hours)

[no more than 6 of the credit hours of electives can include film production courses—marked with ~]

Film Studies Courses

Film 2005 Topics: Blackness and Gender in American Film (Film 2810, Film 2820)	3
Film 2005 Topics: Fiction and Films of the 1970s (Film 2810, Film 2820).....	3
~Film 2005 Topics: Film Pre-Planning and Production <i>First offered WS2006</i>	3

~Film 2005 Topics: Film Production <i>First offered Spring 2009</i>	3
Film 2005 Topics: Films of Hitchcock (Film 2810, Film 2820).....	3
Film 2005 Topics: Gender, Race and Violence in the American West (2810, 2820)	3
Film 2005 Topics: International Cinema in the Silent Era (Film 2810, Film 2820).....	3
~IT 2610 Audio/Video I (CS 1050, Math 1320)	3
~IT 2810 Fundamentals of Network Technology (CS 2050).....	3
*Film 2830 Film Genres (Film 2810, Film 2820)	3
*Film 2840 Documentary Film (Film 2810, Film 2820).....	3
Film 2850 Italian Cinema (Film 2810, Film 2820).....	3
Film 2860 Brazilian Cinema (Film 2810, Film 2820)	3
Film 3005 Topics: Architecture on Film (Film 2810, Film 2820).....	3
~Com 3318 Performance in the Visual Media (Com 2100).....	3
~IT 3610 Audio/Video II (IT 2610, CS 2050).....	3
Film 3850 Films of Luchino Visconti (Film 2810, Film 2820)	3
Film 3810 The Films of Pier Paolo Pasolini (Film 2810, Film 2820).....	3
Film 3820 Films of Federico Fellini (Film 2810, Film 2820)	3
Film 3830 History of German Film (Film 2810, Film 2820).....	3
Film 3840 German Film After 1945 (Film 2810, Film 2820)	3
~Film 3930 Screenwriting for Television and Film.....	3
Film 4005 Topics: Adaptation of Literature for Film (Film 2810, Film 2820)	3
Film 4005 Topics: Film Adaptations of Novels (Film 2810, Film 2820)	3
Film 4005/7001 Topics: Native American Film and Video (Film 2810, Film 2820)	3
Film 4720 American Musicals	3
Film 4963 Latin American Cinema (in Spanish) (Film 2810, Film 2820).....	3
Com 4975 Visual Literacy (Com 3390).....	3
Film 4970 Internship (can only be taken once)	3
Film 4990 Honors Thesis in Film Studies.....	3

4. **Optional Minor** (15 hours)

E. Free Elective Credits

Total Credits:

24 – 39 credits

(Sum of C, D, and E will equal the total required credits for graduation of 120 credits.)

F. Requirements for Capstone Experience

The required 3-credit capstone seminar culminates the degree requirements.

G. Potential Online and Off-Site Courses

With approval of the Film Studies Committee students may use one online elective course (3 credit hours) as part of the 27-credit hour requirement for the major. The Internship (Film 4970) enables the students to take up to 3 credit hours towards the major in an off-site context, with approval of the Committee.

See the Sample Degree Program, Appendix A

Form FP - FINANCIAL PROJECTIONS (deleted)

Form PG:

PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS

A. Student Preparation

- Admission: Students admitted to the College of Arts and Science and this degree program need to meet the basic MU admission requirements. No special preparation required.
- Special characteristics: No special background or preparation required.

B. Faculty Characteristics

The Film Studies faculty consists mainly of regular faculty members in a number of Humanities Departments in the College of Arts and Sciences. The regular faculty is augmented by non-regular faculty members and instructors, some of whom will have valuable industry experience in film production.

- Tenure and Promotion Expectations for Regular Faculty: Regular faculty with a primary responsibility in Film Studies will be situated in one of the participating departments. The home department will be responsible for decisions or recommendations regarding salary, promotion, leaves and other perquisites after receiving recommendation from the Film Studies program. At the discretion of the home department, the Director of Film Studies may serve on departmental promotion and tenure committees reviewing Film Studies faculty.
- Special Requirements for Teaching: Non-regular faculty in the area of film production will bring special expertise they have gained working in the film industry. This includes work writing, planning, producing, directing, and editing films, as well technological work on audio/visual techniques, computer graphics and film animation. Their specialized expertise will be highly valued and will offer students hands-on learning experiences that regular Film Studies faculty are usually not able to provide.
- Estimated percentage of credit hours that will be assigned to full-time faculty: 80% of the Film Studies courses will be taught by regular and full-time faculty. In the first two core courses (FILM STUDIES 1810 and FILM STUDIES 1820) regular faculty will present the lectures and teaching assistants will conduct the discussion sections. All other Film Studies courses will be taught by regular and full-time faculty. Occasionally highly qualified doctoral students focusing on film may be employed to teach courses, primarily to replace faculty members who are on leave. Film production courses will be taught predominately by adjunct faculty with industry experience.
- Advising Duties: Faculty who teach regularly in the Film Studies program will handle the advising of students. The Director of Film Studies will meet with these faculty on the key advising issues and prepare them to assist students who come to them seeking advice on courses to take. Students will be encouraged to seek out advice from Film Studies faculty with whom they have had courses. In the area of film production the instructors in this area will be key to advising on courses that best suit the students' interests and needs. The

Director of Film Studies, with the aid of the staff person, will be responsible for advising students on their graduation plans and keeping records of majors.

- Expectations for professional activities, special student contact, teaching/learning innovation: The regular faculty in Film Studies conduct research and publish regularly on historical, critical, and theoretical aspects of film. They regularly attend professional meetings and present scholarly papers in the area of film criticism.

C. Enrollment Characteristics

- Number of students estimated to be in the Film Studies program by the end of five years - Approximately 35.
Percent of full-time and part-time enrollment by the end of five years – our program will consist of more than 95% full-time and less than 5% part-time students. The number of part-time students is expected to remain quite low as the program grows and expands.

D. Student and Program Outcomes

- Number of graduates per annum at three after implementation - Approximately 6
- Number of graduates per annum at five years - Approximately 8
 - Special skills specific to the program: There are no specific skills required and the degree will not prepare students to attain any specific industry certifications.
- Proportion of students who will achieve licensing, certification, or registration: None
- Student Learning Objectives: Students will learn
 - the key elements of film language (such as editing and cinematography) and its functions in constructing film form
 - critical approaches to film study
 - film aesthetics and demonstrate their application to the reading of film
 - historical and technological developments in cinema
 - to discuss and analyze fiction and nonfiction film, experimental and mainstream cinema in terms of construction and representation
 - to situate film within its economic, social, and cultural contexts
 - to apply critical and theoretical debates to film and the cinematic institution
- Performance on national and/or local assessments: No national or local tests, or industry assessments have yet been developed.
- Assessment of Program Outcomes: The Director of Film Studies in conjunction with the Film Studies Committee will assess and conduct interviews with graduating seniors each year to determine how well the program is meeting its expectations for growth and its learning objectives. The Director will then file an annual assessment report that summarizes the findings and offers recommendations for changes.
- Placement rates in related fields, in other fields, unemployed: We expect a placement rate of approximately 50% in related fields, 40% in other fields and 10% unemployed.
- Transfer rates, continuous study: It is estimated that approximately 20% of students beginning the program will transfer to other degree programs or disciplines during their first two years. This approximation is based on normal patterns of students changing degree programs. Based on the experience we have had in Film Studies Program with the Minor, we

expect a larger percentage (perhaps twice as many students) will change into the major than will leave it.

E. Program Accreditation

There is no accreditation in this field.

F. Alumni and Employer Survey

No such surveys on employment of college graduates exist in the film industry, nor do surveys exist for graduates with a B. A. in FILM STUDIES. The Film Studies Program will maintain contact with its graduates and compile employment data. Alumni will also be given the opportunity to provide feedback via web-based surveys. Once we have the data on employment, information will be obtained from the main group of employers. This feedback will be used to assess the performance of our graduates and the effectiveness of the program. The Film Studies Committee will assess the feedback annually and adjust its curriculum appropriately.

Form CC:

CBHE Clarifying Comments

A. Alignment with Institutional Mission

The Bachelor of Arts in Film Studies (B. A. in Film Studies) degree program proposed by the Film Studies Program in the College of Arts and Science is in close alignment with the University of Missouri's mission to "provide all Missourians the benefits of a world-class research university." To meet that goal the university must offer a full slate of the academic programs that comprise a normal liberal arts education. As the visual media play an increasingly important role in our nation's culture the study of film has become an essential part of the humanities curriculum. MU still does not have a major in Film Studies. This is a glaring gap in our curriculum, one that puts us at a disadvantage with respect to our comparator schools. At least one of the major state universities in all the states that make up the Big 12 has a film studies degree, except in Missouri. There is not a film studies major at any state university or college in Missouri.

This new degree program affords MU students a critical appreciation of the 20th century's most popular art form. By offering this essential area of cultural studies the university will be fulfilling in the humanities its "obligation to produce and disseminate knowledge that will improve the quality of life in the state, the nation and the world" (MU Mission Statement). This new major will help students appreciate and understand cinema and its impact as a cultural and social force. Not only will this program acquaint students with diverse perspectives in film studies, but it will also sharpen their analytical skills and provide a critical perspective on cinema's role as a cultural product that influences social thinking and practice. With a modicum of course offerings in production areas and the vibrant film production activity in mid-Missouri, this humanities degree program that emphasizes critical analysis will nurture individual talent and skills and help some students become creative and thoughtful practitioners in the world of

visual media. It will also serve as a lynchpin in the university's effort to develop a curriculum that provides every student a basic level of *visual literacy*.

As the beginning of a campus focus on teaching visual literacy, the proposed B.A. will "enhance and expand MU's position as a destination university, an outstanding AAU institution to which faculty, staff, and students worldwide are attracted and retained because of a stimulating intellectual environment, leading edge programs, and world-class colleagues" (MU Strategic Initiative One). With its strong interdisciplinary structure and engagement in successful film production endeavors designed for a global audience,⁹ the Film Studies program implements the Provost's stated Strategic Planning initiative to "encourage, support, and reward creative risk-taking and entrepreneurial activity by faculty, staff and administrators. Especially encourage creativity that crosses disciplinary and departmental lines to form collaborative programs of distinction."

More specifically, the new program fits closely with the campus Strategic Initiative on New Media. In his letter to the Office of the UM Vice President of Academic Affairs expressing strong support for the new program Provost Brian Foster stated that "Film Studies is very strongly connected to one of the five Strategic Advantages that are going to drive our planning and our strategic investments. That is, it is a key part of the New Media initiative." As part of his endorsement, Provost Foster explained that "the digital imaging, design, and other technological aspects of media are shared by film and just about every other media genre today. Film, TV, and other visual media share a very wide range of technical, artistic, and design elements; and of course there are many content areas that would overlap." He also stressed the connections with MU's prestigious School of Journalism as a factor that makes MU particularly well suited for a Film Studies program.

As this proposal lays out in detail, the new degree program will contribute to the University of Missouri System's mission of supporting and maintaining a land-grant university that "promotes learning, fosters innovation to support economic development, and advances the health, cultural, and social interests of the people of Missouri." Specifically, it will help the University of Missouri "grow overall enrollment, remain the first choice for Missouri's students, and lead public universities in the state in student retention and graduation rates" (Strategic Goal I, 1, 2., and 5.)). It will also "enhance interdisciplinary research and instructional programs" (Strategic Goal II, 4.).

B. Student and Market Demand

Student Demand

Student demand for the Film Studies degree is large and solid. Over the last few years current as well as prospective students have continually expressed interest in a Film Studies degree at MU. They, or often the parents of prospective students, have sent unsolicited emails (about 60 over the last three years) to the Film Studies Program asking whether MU has a film major or has plans to establish one. For the most part these are emails from (generally in-state) students writing that they would like to attend MU, but are planning to go somewhere else because they

⁹ See final paragraph in Form PS: Summary above.

intend to major in film (see attached sample of emails from prospective students). In addition, the Film Studies faculty at MU hears this frequently as well from students in our classes who would like to major in Film Studies. The demand for a Film Studies degree at MU is particularly strong in that no state college or university in Missouri has a major in film.

A dramatic development in fall 2005 provided clear evidence of a strong demand for a film major. In summer 2005 a group of incoming freshmen and continuing students created a *facebook* for MU students who wanted to major in Film Studies at MU. By September over 30 students had organized themselves into a student group whose purpose was to advocate for the establishment of a Film Studies major. This was a completely student-generated initiative. Only after they had formed themselves into an official student organization, Mizzou Students for Film (MSFF) did they contact faculty at the end of September. The number of students involved in this effort grew quickly to over 65, and they began actively pursuing their plans of bringing a Film Studies major to MU.

It was this self-initiated and, to our knowledge, unprecedented action by students that motivated us to begin a push to establish the B.A. degree. In the meantime most of these students have either graduated or completed most of their college degree without the opportunity to major in Film Studies. However, many of them continued to take film courses beyond those needed for the Minor, and some began to develop their own Emphasis Area in Film Studies as part of an A.B. in Interdisciplinary Studies. In Fall 2006 the advisor for the Interdisciplinary Studies program requested that we establish a formal set of requirements for the Emphasis Area because of student demand. The Film Studies Program collaborated with Interdisciplinary Studies and implemented the Emphasis Area in Spring 2007. This was established only as a transitional solution to meet student demand until the B.A. in Film Studies could be implemented. (See supporting letter from Kirsten Pape, Advisor in Interdisciplinary Studies at the time.)

The email requests and MSFF's active push for a Film Studies major represents only one part of a strong demand. In January 2006 an advisor in the Academic Exploration and Advising Services contacted me concerning a growing number of students expressing interest in Film Studies and asked what I would recommend as a major for them to enroll in. When I told her we were in the process of proposing a B.A. in Film Studies, she responded, "I think there are a lot of students that will be interested in this major. Great work!" Across the board, advisors in related fields and in central advising offices have had students come to them to express their desire to major in Film Studies (see attached letters from these advisors). Clearly, one of the biggest challenges of the Film Studies Program will be keeping up with student demand for the major.

Market Demand and Career Prospects

For more than a decade, the study of film has been one of the fastest growing disciplines at American colleges and universities. This growth is in response to an expanding market for students versed in visual and media culture. Once considered mainly a degree for students who wanted to pursue a career in Hollywood, film studies has now become a valuable stepping stone to jobs in a wide-range of professions, including in a number of new and exciting fields opened up by the advance of digital media. In this fast-developing market the job categories used in the leading agencies for labor statistics have not kept up with the fluid nature of the employment

opportunities. For example, the Missouri Economic Research and Information Center (MERIC) category “TV/motion picture/video editors” does not include the fast-growing field of digital animation and editing. This fluidity means that many of the skills needed for these jobs are gained by practice and on-the-job experience rather than in existing degree programs.

That being said, the prospects for employment in the film industry for students with film studies degrees are also substantial. On its web site the U.S. Bureau of Labor Statistics summarizes the projected prospects for jobs in the Motion Picture and Video Industries this way: “Keen competition is expected for the more glamorous jobs—writers, actors, producers, and directors—but better job prospects are expected for multimedia artists and animators, film and video editors, and others skilled in digital filming and computer generated imaging.”¹⁰

Most students who seek jobs in a directly related field enter the communications job market. The B. A. in Film Studies prepares students for a variety of careers in media industries: for example, local and national film and television production companies, local television newsrooms, community television stations, computer graphic companies, advertising and marketing companies, public relations departments, and film distribution companies. Careers outside of the major motion picture and television production companies include those in the rapidly expanding home entertainment industry (cable TV and video production), and in music video production, independent film and television production, and industrial and educational film production.

Students can use their film studies degree in combination with a second set of skills and interests to compete for a fast growing number of specific jobs in the entertainment and communications industry. Looking at those specifically tied to video and film, the Bureau of Labor Statistics predicts a sharp growth in the broad industry areas in which students with a B. A. in Film Studies might seek employment: Arts, design, entertainment, and media occupations (11.38%) and Media and communication occupations (10.83%). Within these broad categories the outlook for more specific job categories related to film studies are even better: Multi-media artists and animator (25.83%); Camera operators (11.54%); Film and video editors (12.69%).¹¹ According to MERIC (Missouri Economic Research and Information Center) there is a similar outlook in Missouri. In the ten years up to 2008 there has been a healthy growth rate in the related categories in Missouri: Camera Operators in TV/Motion Picture/Video (20.7%); Film Editors (6.3%); and Actors/Directors/Producers (12.8%).¹²

The film studies major also prepare students to continue their education in graduate school. Those wishing to pursue graduate work will be prepared to go on in film studies, as well as various other fields that draw on interdisciplinary study in the Humanities. In addition to graduate studies in film, students with a B. A. in Film Studies often go into areas such as American studies, popular culture, literary studies, library studies, broadcasting and public communications. Some film students also choose to go on to law school, and the analytical skills, writing abilities, and critical thinking developed through the film major prepare them well

¹⁰ <http://www.bls.gov/oco/cg/cgs038.htm>

¹¹ <http://www.bls.gov/emp/emptabapp.htm>

¹² http://www.missourieconomy.org/researchandplanning/occupations/report_mo_emp_outlook/occupational_employment.pdf

for the study and practice of law. Gaining teaching certification and teaching high school is another possible career path, particularly given the steady increase in film courses at the secondary education level.

But not only does the degree lead to direct employment opportunities. Equally important is what a film studies degree offers in terms of a complementary skill applicable in a wide range of career tracks. It combines the emphasis on critical thinking, research, problem-solving, written expression, and cultural literacy of a traditional liberal arts program with the discipline's unique attention to visual analysis. Students emerge with an understanding of visual literacy at a time when our culture as a whole is becoming increasingly dependent upon visual communication. It thus provides an excellent general foundation for work in a range of careers that rely on visual literacy as well as training in the humanities. The value of this combination is documented in a *New York Times* article about the value of a film studies degree—with the telling title “Is a Cinema Studies Degree the New M.B.A.?” Citing specialists in career placement from some of the universities with top film programs, the article states that in our highly visual media culture “cinematic skills [serve] as a new form of literacy,” and a degree in film studies has become “the bedrock of careers as far afield as law and the military.”¹³ Such employment opportunities include work in many diverse areas of business, law, education, and advertising.

For more on the marketability of the B. A. in Film Studies as a classic liberal arts degree see “Societal and Market Demand” in the opening narrative section.

C. Efficient Use of Resources

We already have the faculty and staff in place to offer the B. A. in Film Studies. Because courses on visual culture and, in particular, film are popular and fill readily, the departments involved in the Film Studies Program have been developing and offering film courses on a regular basis over the last few years. We have almost all the requisite courses for the major already in place, and have already begun to develop the four new courses that will round out the curriculum. As of August 2008 there is a half-time position for the Director of the Film Studies Program and a new staff position to take care of the expanding administrative duties. We have an Instructional Services budget and adjunct instructors of film so that we can cover any gaps caused by regular faculty on leave or shifts in teaching responsibilities in the participating departments.

In sum, we have all the resources in place to offer the degree and are simply awaiting approval.

The B. A. in Film Studies will build on existing strengths in Film Studies faculty, curriculum, and facilities at MU. The popularity of film courses has driven this development across an array of departments and colleges to the extent that the necessary courses and instructors are already in place. When the Film Studies Minor was introduced in 2001, several core and elective courses were established that provide students the basics in film analysis and a broad introduction into world cinema. These courses are taught by some of the leading faculty in the College of Arts and Science, including two Kemper award winners who are on the Film Studies Committee, and

¹³ Van Ness, E. (2005). “Is a Cinema Studies Degree the New M.B.A.?” *New York Times*. Arts and Leisure. 6 March 2005, p. 1.

they enjoy healthy enrollments.¹⁴ In addition, we already have a robust offering of elective courses in place that will comprise a large part of the new degree program. Only four additional courses (see Form PS) will be added to the existing curriculum. There are several faculty members who can teach those courses, and we already have the plans in place to offer them once the major has been approved.

The Film Studies Program is interdepartmental within the College of Arts and Science. The English Department offers introductory courses in film as well as topical courses focusing on particular directors, film genres, or themes. Faculty members from the departments of German and Russian Studies and Romance Languages and Literatures teach courses on national cinemas (Chinese, German, French, Italian, Japanese, Latin and South American, Portuguese, Russian, Spanish) and on foreign directors. Faculty members from these three departments already teach the two main core courses (Introduction to Film Analysis, and Trends in World Cinema) of the Minor and will also teach the new core courses for the B.A. (Film Genres, Documentary Film, Contemporary Film Theory, and the Capstone Seminar in Film Studies). The Theatre Department teaches film courses related to theatrical performance (Adaptation of Dramas to Cinema, Screenwriting, and Musicals). The Film Studies Committee that makes curriculum and program decisions consists of two faculty members from each of the three main contributing departments (German and Russian Studies, English, Romance Languages and Literatures).

Other departments in the College presently offer courses that will contribute to the major, and are interested in developing new courses in various areas of film production that can complement the Film Studies major. The Communication Department offers courses in Visual Literacy, Video and Audio Production, and Performance in the Visual Media that are closely related to film production. Even those that specify television involve digital recording and editing which are applicable to film production. With the establishment of the Film Studies major Communication could expand their production courses to include more film specific production courses.

The program also includes courses from the College of Engineering. The new IT Program with the emphasis in Media Technologies includes courses on digital editing and film production technology that are now a part of the Film Studies Minor and will count toward the major as well.

In addition to the regular faculty listed below, we have three permanent teaching faculty members (in English/Art History, Chinese, and Japanese) and an adjunct Film Studies Instructor who teach film regularly. Several of the faculty members teaching these courses are relatively recent hires selected because they focus on film and would contribute to the Film Studies Program (these are indicated with an asterisk in the list below).

Regular Faculty Who Teach Film Studies Courses:

Art History and Archaeology:	Marcus Rautman Kristin Schwain
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¹⁴ The enrollment in all Film Studies courses for the last five academic years has totaled: AY 2004–05: 193; AY 2005–06: 484; AY 2006–07: 590; AY 2007–08: 764; AY 2008–09: 673. Note: A spreadsheet with a breakdown of these numbers by course is available upon request.

English:	*Joanna Hearne Andrew Hoberek Karen Piper Anand Prahlad *Nancy West
German and Russian Studies:	Gene Barabtarlo Roger Cook Sean Ireton *Brad Prager *Carsten Strathausen
Romance Languages and Literatures:	Carlos Barriuso *Jack Draper *Roberta Tabanelli *Valerie Kaussen
Theatre:	Heather Carver Jim Miller

As the accompanying letters from the chairs all indicate, these departments strongly support the B. A. in Film Studies. Not only will the new major not impinge on their programs, they will gain as well from a strong degree program in Film Studies.

D. Benefits of Collaboration

The new degree program in Film Studies will be collaborating actively not only with other areas of the Humanities but also with departments in other colleges at MU. As a collaborative effort among several departments in the College of Arts and Sciences the Film Studies Program is already closely integrated with a number of other degree programs. The English Department has long taught introductory courses in film as well as several topical courses focusing on particular directors, film genres, or movements. Faculty in the departments of German and Russian Studies and Romance Languages and Literatures have also long taught courses on national cinemas (German, French, Italian, Japanese, Latin and South American, Russian, Spanish) and on foreign directors. The Theatre Department teaches film courses related to theatrical performance (Adaptation of Dramas to Cinema, Screenwriting, and Musicals). Since the founding of the new Film Studies Program in 2001, several faculty members from these departments have also taught the core courses for the Minor (Introduction to Film Analysis, Trends in World Cinema). Their involvement in the highly popular area of film brings welcome numbers of students into their courses and complements the teaching of literature, culture, and the arts in their own programs.

Degree programs that will be most affected by the creation of a Film Studies major are ones that have large numbers of majors and/or limit the number of students who can enter the program. Among current students who have expressed interest in a Film Studies degree the largest group is now majoring in Communications, English or Journalism or are pre-Journalism students. Given the large number of majors in these programs, the new B.A. will have little effect on their size or quality. The chairs of these departments and an associate dean in Journalism indicated this in the campus discussion about the proposed degree and have stated their support in the attached letters. Among the English and Journalism majors, many of those interested in a Film Studies

degree would likely pursue a double or dual major. Also, some students majoring in several other areas of the Humanities (Art, Communication, German, French, Italian, Spanish, and Theatre) will either double major in Film Studies or take advantage of the new courses to get a minor in Film Studies. But also students in a wide range of fields across the campus have shown an interest in either minoring or majoring in Film Studies.

But rather than competing for students in these programs, the Film Studies Program will complement them and enrich the overall curriculum in the Humanities in a way that will be beneficial to all. For example, the new degree program will have a positive effect on the doctoral program in English. Even without a B.A. degree the English Department has students who focus on film for their Ph.D. work and then seek faculty positions in film. These doctoral students will now have the opportunity to teach film courses as Teaching Assistants and to take new 4000/7000-level film courses for graduate credit. The number of English graduate students with either a primary or secondary specialization in film has grown to nine and a new graduate-level course in Film Theory is being offered in Fall Semester 2009. A number of other graduate courses in film have also been planned. These expanded opportunities in Film Studies will enhance recruitment of students into the English graduate program and are one reason for the English Department's strong support for the B. A. in Film Studies.

The proposed degree program will have perhaps its strongest direct impact on the Media Technologies focus area of the new IT Program in Computer Science. Students majoring in Film Studies will be able to take the IT courses in Media Technologies and apply their classroom training in projects related to the filmmaking ventures. These students will bring their knowledge of film history and film art to the feature film projects in a way that will complement the technological expertise of students in the IT Program. Faculty in the IT Program and the College of Engineering enthusiastically support the implementation of the B. A. in Film Studies and acclaim its value for their newly implemented degree program.

The related departments in the College of Arts and Science also welcome the establishment of a Film Studies degree. In discussions about the plans for a B. A. in Film Studies they have expressed interest in developing new courses or expanding existing courses that would be mutually beneficial and had no concerns that the new degree would impinge on their own programs (see attached letters). The major will help enrollments in their departments as well and attract students to their programs who would otherwise be taking courses in other disciplines. Students majoring in several areas of the Humanities (Art, Communication, English, German, French, Italian, Spanish, and Theatre) will either double major in Film Studies or take advantage of the new courses to get a Minor in Film Studies.

The Communication Department offers courses in Visual Literacy, Video and Audio Production, and Performance in the Visual Media that are closely related to film production. Even those that specify television involve digital recording and editing which are applicable to film production. With the establishment of the Film Studies major Communication could expand their production courses to include more film specific production courses.

The Theatre Department also teaches several courses that pertain to film production and are part of the proposed major. Their digital graphic design course for stage settings is applicable to film.

These skills could be further adapted for film production so that the knowledge of Film Studies students would complement those of drama students who collaborate on film projects. The Theatre Department also offers acting courses at various levels and has expressed interest in developing a course in Performance for Film that would attract Film Studies students and also serve as valuable complement for their courses in acting for the stage. They also teach directing courses that are applicable to film. With the establishment of the Film Studies major they would like to add directing courses aimed specifically at film.

The Art Department offers courses in Digital Animation and Video Editing, and is experiencing a growing student interest in the area of 3-D animation. The feature film projects that will involve Film Studies majors will also provide these students opportunities to use these and other artistic skills on a feature film project. Also interaction between their students and Film Studies students on film projects would provide film production students a better understanding of set and art design for film.

The emphasis in the Communication, Theatre and Art departments is on production and does not conflict with our Film Studies courses, which focus on film aesthetics, the history of cinema, genres, analysis, film theory, and national cinemas.

The Journalism School attracts many students who are interested in film criticism and the entertainment industry. The courses that make up the Film Studies major will provide the necessary film background for these students. Journalism students interested in documentary film will want to take advantage of the new course on Documentary Film, and will benefit from collaboration with Film Studies students. Some will want to pursue a double degree in Journalism and Film Studies. This is a complementary relationship between Film Studies and Journalism, which welcomes a new B. A. program that will relieve some of the pressure on them to accommodate students wanting to major in Journalism. (See attached letter from Brian Brooks.)

E. Duplication

There are no programs that offer a B.A. in film or film studies at any campus in the UM system or at any public college or university in the state of Missouri. The closest program is at Missouri State University. It is a B.A. (or B.S.) in Mass Media with an emphasis in Film Studies. This degree program includes only four film courses (an introductory course, two history of film courses, and a film theory course) and a total of 12 hours of film studies credits. Washington University and Webster University are the only universities in Missouri that offers a B.A. in Film Studies. The program at Webster University is weighed more heavily toward film production; the program at Washington University is similar to the one we are proposing. Students wanting a full-fledged film production program may choose Webster University over MU for this reason. Because Washington University and the University of Missouri generally draw from very different pools of potential students the two programs will have very little effect on the ability of the other to attract students.

Appendix A

FILM STUDIES SAMPLE DEGREE PROGRAM

(Prerequisites are in parentheses)

First Semester 14 hours

Film 1810 Introduction to Film: The Beginnings to 1945.....	3
English 1000	3
Social Science (MO state law)	3
Foreign Language	5

Second Semester 14 hours

Film 2810 Film Analysis (Film 1810 or Film 1820).....	3
Foreign Language.....	5
Math 1100	3
General Elective	3

Third Semester 17 hours

Film 2820 Trends in World Cinema (Film 2810) 3	
Science with a lab.....	5
Foreign Language.....	3
Behavioral Science	3
Social Science.....	3

Fourth Semester 15 hours

Film 2005 Topics: Blackness and Gender in American Film (Film 2810, Film 2820).....	3
Minor	3
Humanities/Fine Arts (Writing Intensive).....	3
Behavioral Science	3
Science	3

Fifth Semester 15 hours

Film 2830 Film Genres (Film 2810, Film 2820).....	3
Film 3880 Contemporary Film Theory (9 hours of 2000-level Film Studies courses)	3
Minor	3
Humanities/Fine Arts	3
Science (Math Reasoning Proficiency)	3

Sixth Semester 15 hours

Film 2005 Topics: Films of Hitchcock (Film 2810, Film 2820).....	3
Minor	3
Humanities/Fine Arts.....	3
Social Science	3
General Elective	3

Seventh Semester 15 hours

FILM 3005 Topics: Architecture on Film (FILM 2810 and FILM 2820).....	3
FILM 3830 History of German Film (Writing Intensive) (FILM 2810 and FILM 2820) ...	3

Minor	3
General Elective	3
General Elective	3

Eighth Semester 15 hours

Film 4980 Capstone (consent of advisor)	3
Minor	3
Humanities/Fine Arts.....	3
General Elective	3
General Elective	3

LETTERS OF SUPPORT (available upon request)