Turf Wars: Encroachment or Opportunity

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Prospective challengers for the turf

• Mass communication
• Communication
• Media studies
• Radio/TV/film
• Marketing
• English
• Digital arts
The Nevada case

- Reynolds School of Journalism
- Communication Studies (major, College of Liberal Arts)
- Media Studies (minor, English Department)
- Marketing (major, College of Business)
- Cinema Arts (proposed interdisciplinary major & minor, School of the Arts)
How to respond

• Clarify what WE teach
  • Promo materials, website, advising (internal, external), events
• Engage actively with prospective students with ‘J-like’ interests
• Monitor overlapping course and program proposals
• Notify campus leadership
• Partner with rivals
What we teach

**NEWS & BROADCASTING**
Broadcasting, digital, documentary, podcasting, narrative, international

**ADVERTISING & PUBLIC RELATIONS**
Public relations, advertising, social media marketing, health & crisis communication

**VISUAL COMMUNICATION**
Web & mobile design, graphics, video production, photojournalism, virtual reality

**SPANISH-LANGUAGE MEDIA**
Spanish-language news, advertising, public relations

**MEDIA STUDIES**
First Amendment, media ethics, media & diversity, global media
Thank you!

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