COMMUNICATION AND CULTURE MAJOR

The communication and culture major combines humanistic and social science approaches to the study of all aspects of human and mediated communication, including: the strategic application and implications of communication theories, tools, and techniques; the institutions and industries engaged in the production and distribution of mediated content; the receivers of this content and their reciprocal relationship with such messages; and the media texts in their social, political, local, and global cultural contexts.

In our increasingly interconnected world, it is clear that, when strategically chosen, the right words and images can be powerful instruments to help us move towards a more ethical and socially just world. The communication and culture major prepares the media professionals of tomorrow to use the power of mediated communication with responsibility by training them to be critical consumers and ethical producers of mediated communication in all areas of their lives: personal, professional, and civic.