

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.

Learning Outcomes

Upon graduation from the communication and culture major or minor, students will have achieved the following curricular goals:

1. Develop a critically-informed understanding of media as a set of industries, institutions, objects, and infrastructures; sites of political, economic, and cultural contestation; and fields of creative production.
2. Understand how media—as historically situated technologies, production practices, and consumption practices—define cultural notions of pastness and futurity.
3. Recognize and evaluate the ethical, regulatory, and legal frameworks within which media and communication systems operate, as well as the asymmetrical power relations embedded within these frameworks.
4. Assess the affordances of communication and media practices for addressing or perpetuating social inequities, and for promoting positive social change.
5. Articulate the varied roles that media and communication practices play in the shaping of global identities, cultures, and beliefs.
6. Engage in communication analysis and research, including humanistic and social scientific inquiry.

CIP Code

09.0100 - Communication, General.

You can use the CIP code to learn more about career paths associated with this field of study and, for international students, possible post-graduation visa extensions. Learn more about CIP codes and other information resources.