

# Communication and Digital Media Studies

**How** do Twitter and Instagram persuade us to buy?

**Why** do people share things on social media that they wouldn't face to face?

**What** intercultural skills do we need to communicate in the global village?

**What** is it like to work in the digital age?

**How** can social media support democracy and movements for social change?

**How** can popular culture create and challenge stereotypes?

You'll develop the knowledge and skills needed to live, learn and work as a communications professional in today's fast changing, and globally growing digital society.

Fourth-year practicum and internship options are available.

Enrol in our four-year Communication and Digital Media Studies program to find the answers to these questions, and more.



## What will I study?

- Advertising
- Creative and Entertainment Industries
- Digital Media and Democracy
- Digital Media Storytelling
- Facebook, YouTube and Twitter
- Intercultural Communication
- Persuasion
- Pop Culture
- Public Relations
- Public Speaking

## What can I do with my degree?

From the not-for-profit sector, to large corporations and in every level of government, all organizations need effective communicators.

You'll be prepared to pursue graduate, professional and career opportunities such as:

- Communication Specialist
- Creative Director
- Digital Media Strategist
- Freelance Content Creator
- Journalist
- Professional Editor
- Public Relations Officer
- Social Media Co-ordinator

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## Want more information?

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