

Communication and Digital Media Studies

In this program you will learn...

- How to use social media to inform, persuade and influence.
- How communications link with changes in business, politics, technology and culture.
- How the new media impacts society's perceptions, thoughts and behaviors.
- How online creators make and tell powerful stories.
- If the Internet supports democracy and movements for social change.
- How popular culture upholds and challenges stereotypes.
- Why ethical issues and social debates surround the uses and impacts of digital media.

In our Communication and Digital Media Studies (CDMS) program, you will learn about the fast-changing communication and digital media environment in which we live, work, shop, vote and play; analyze the social dimensions and impacts of many media forms; and hone professional communication and digital media skills linked to thousands of new careers and at the core of 21st-century success.

Fourth-year practicum and internship options are available.



Study these topics and more in our four-year Communication and Digital Media Studies program.

What will I study?

- Advertising and influencers
- Audiences, fans, and online communities
- Creative and entertainment industries
- Digital media and democracy
- Digital media storytelling
- Social media platforms, technologies and algorithms
- Information, misinformation and disinformation
- Intercultural communication
- Rhetoric, persuasion and propaganda
- Pop culture's social impact
- Strategic communications and public relations
- Public speaking and multimedia presentations

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

Want more information?

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