

# Communication and Digital Media Studies

- How** do Twitter and Instagram “influencers” 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?
- How** do online creators make and tell powerful stories?
- Can** the Internet support democracy and movements for social change?
- How** does popular culture uphold and challenge stereotypes?

Communications and digital media are everywhere and in everything. Journalists, public affairs officers, content creators, entertainment makers, branding experts, digital storytellers, social media influencers, consumers, activists and citizens use all kinds of media every day to produce, send, and receive digital messages and images about the world, to change it in some way. 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.

To learn more visit [socialscienceandhumanities.ontariotechu.ca/cdms](https://socialscienceandhumanities.ontariotechu.ca/cdms)

**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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