

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

Want more information?

Faculty of Social Science and Humanities
2000 Simcoe Street North
Oshawa, Ontario L1G 0C5
Canada

905.721.3190

connect@ontariotechu.ca

ontariotechu.ca/programs



If you require an alternative format of this publication, contact marketing@ontariotechu.ca.

© University of Ontario Institute of Technology 2021. ONTARIO TECH UNIVERSITY and Design, and Tech with a Conscience are trademarks of the University of Ontario Institute of Technology. D5462