

DIGITAL COMMUNICATION AND CULTURAL STUDIES



Digital Communication and Cultural Studies is a concentration under the B.S. in Speech Communication. Students in this concentration expand their understanding of interpreting, analyzing and applying communication.

DEGREE/CONCENTRATION

BACHELOR OF SCIENCE (B.S.) IN SPEECH COMMUNICATION – DIGITAL COMMUNICATION AND CULTURAL STUDIES

The Program – Communication is essential for all aspects of life. Digital communication is an expansion of and integral to everyday communication across contexts – interpersonal, small group, intercultural, organizational and public. Understanding communication requires recognition of the reciprocal influences of culture on communication, and communication on culture. Courses in this concentration incorporate a focus on digital communication and utilize a cultural studies perspective. Students who pursue this concentration will increase their understanding of communication theory and practice, the communicative processes that form meaning, and communication's involvement in sustaining society.

The Curriculum – Millersville University understands the importance of providing a wide variety of courses that will not only enhance the understanding of course objectives, but also promote mastery beyond the classroom. Courses delve into the critical role communication plays in every element of life along with examining deeper elements of communication, such as power distributions and ethical practices. Students leave this program feeling confident in their ability to interpret and apply communication in several settings, including success in employment and future graduate studies.

COURSEWORK

Curriculum includes coursework in:

- Interpersonal Communication
- Social Movements and Digital Activism
- Intercultural Communication
- Gender and Communication
- Persuasion and Social Media Influence
- Health Communication
- Social Media Campaigns
- Critical-Cultural Studies in Communication
- Communication and Emerging Technologies
- Digital Media Writing
- Political Communication

CAREER OPPORTUNITIES AND INTERNSHIPS

Mastery of this field extends beyond the classroom through various internship and career opportunities. Students have interned at nonprofit organizations and large corporations, to name a few. This degree also opens several doors regarding employment in areas such as government, health care, media, the arts, business and education. Students are also prepared to succeed in graduate programs.



CLUBS AND ACTIVITIES

- **Citamard** – Students can be involved in theatre at Millersville through the student theatre organization called Citamard (that's "dramatic" spelled backward), which organizes activities to expand performance opportunities through one-act plays, staged readings and playwriting opportunities, among others.
- **The Snapper** – Millersville University's student-run weekly newspaper reports for the student body as the campus's independent watchdog and champion of student rights.
- **Public Relations Student Society of America (PRSSA)** – A preprofessional national organization which expands students' knowledge of the public relations field through guest speakers, events, conferences and networking.
- **WIXQ** – Millersville University's college radio station, broadcasting at 91.7 on the Lancaster FM band and WIXQ.com on the internet.
- **National Electronic Media Association (NEMA)** – A preprofessional organization designed to aid aspiring students in the electronic media field. Students in NEMA network with professional broadcasters and participate in district, regional and national conferences and meetings.
- **All Campus Musical Organization (ACMO)** – This student-run musical theatre group provides a great opportunity for theatre enthusiasts to participate in theatre throughout college in all aspects (performance, directing, stage managing, set design, etc.). The ACMO has been entertaining audiences at Millersville for over 40 years.

FACULTY

Millersville's Department of Communication and Theatre faculty includes award-winning educators, documentary filmmakers and published scholars who also have a wide variety of real-world experience in their disciplines.

FACILITIES

- **Dutcher Hall** – Dutcher Hall is home to Rafters Theatre, a 100-seat "black box" flexible theatre, and a 50-seat studio theatre. University Theatre produces main stage shows annually, rotating to represent all major historical periods: Shakespeare, American classics, contemporary plays and musicals. More advanced students will have the opportunity to direct or design for major productions or as a special project. Guest directors and designers regularly offer their talents in the production of plays.
- **Winter Visual and Performing Arts Center** – This building includes the Clair Performance Hall, Biemesderfer Concert Hall, Murley Recital Hall, the Eckert Art Gallery, the Steinman Foundation Recording Suite, the Isaacson Dance Studio, a state-of-the-art Yamaha Clavinova piano lab and a fully equipped scene shop. This on-campus center is a creative hub for students, faculty and the surrounding community in music, art and theatre. Local, regional, national and international artists connect with students in residencies, master classes and workshops.
- **Costume Shop** – A collection that includes over 10,000 was a gift to the University from Mrs. Jean Loeb of Lancaster, a veteran costumer of local productions. The Loeb Costume Collection is largely derived from the inventory of Wass & Son costumers of Philadelphia. Today, the collection has grown to over 25,000 costumes through additional acquisitions, constructions and donations.
- **Bassler Hall** – Includes a fully equipped television studio, a smaller studio for individual student and faculty projects, digital video- and audio-editing suites, two computer labs with current media-editing software, and up-to-date cameras, lights, sound equipment, and on-location production gear.

CONTACT

For further information or inquiries, please contact:

Dr. Theresa Russell-Loretz, Department Chair
theresa.russell-loretz@millersville.edu
 (717) 871-7283

