

COMMUNICATION AND DIGITAL STUDIES

Degree: B.A., Communication and Digital Studies

Department of Communication and Digital Studies (<https://cas.umw.edu/cds/>)

Communication courses enhance understanding of and skill in oral communication by introducing students to communication theories and by providing opportunities to practice communication in a variety of settings. Courses on the 200-level are performance courses, kept small to allow for individualized instruction.

Courses on the 300-level offer a historical and theoretical approach to the study of human communication behavior and examine how communication activities affect society. Students interested in more intensive training in persuasive speaking can join the University debate team and receive academic credit for participating in regional and national tournaments.

Students who pursue the Communication and Digital Studies major will develop the critical tools to study and use digital technology to effectively communicate in a dynamic new media environment. The interdisciplinary major, which leads to a general liberal arts and studies degree (Bachelor of Arts), provides students with the means to navigate the rapidly changing nature of both communication networks and the world they live in. The course work in this major focuses on new theoretical directions in the field of digital studies, and provides students with a dynamic understanding of how communication practices currently work through digital means and how those practices can be adapted to meet their future needs.

Student Learning Outcomes

1. Students will apply communication theories, perspectives, principles, and concepts.
2. Students will articulate personal beliefs about abilities to accomplish communication goals and evaluate personal communication strengths and weaknesses.
3. Students will engage in communication scholarship using the research traditions of the discipline; formulate questions appropriate for communication scholarship.
4. Students will analyze, critique, and respond to issues in contemporary digital culture and use digital tools and platforms to articulate a thoughtful, critical, digital identity.
5. Students will understand how individual liberty, self-determination, and privacy are affected by and subject to data surveillance and algorithmic influences.
6. Students will demonstrate current best practices in digital research methodologies for analyzing cultural artifacts, human society, or natural phenomena.
7. Students will adapt messages to the diverse needs of individuals, groups and contexts.

8. Students will present messages in multiple communication modalities and contexts including the use of software or code to synthesize different ideas into new, original work.

9. Students will articulate characteristics of mediated and non-mediated messages.

10. Students will select creative and appropriate modalities and technologies, including digital platforms to accomplish communicative goals.

11. Students will demonstrate awareness of the conventions and best practices in the platforms and skills used for creative digital work.

12. Students will articulate and evaluate the ethical dimensions of a communication situation.

13. Students will consume and produce digital knowledge critically, ethically, and responsibly, as well as creatively adapt to emerging technology.

14. Students will respect diverse perspectives and the ways they influence communication.

15. Students will articulate one's own cultural standpoint and how it affects communication and world view.

16. Students will explain the importance of communication in civic life and identify the challenges facing communities and the role of communication in resolving those challenges.

17. Students will empower individuals to promote human rights, human dignity and human freedom.

18. Students will understand how digital tools and technologies have changed human society and behavior, and how those tools have affected and enabled human political organization and action.

Major Requirements

Code	Title	Credits
Communication Core		
COMM 205	Public Speaking	3
COMM 206	Small Group Communication	3
COMM 340	Introduction to Rhetoric and Communication	3
COMM 341	Communication Research Methods	3
Digital Studies Core		
DGST 101	Introduction to Digital Studies	3
Select one of the following:		3
ARTS 104	Digital Approaches to Fine Art	
CPSC 106	Digital Storytelling	
CPSC 110	Introduction to Computer Science	
Any 300- or 400-level DGST course		3
Capstone		3
Select one of the following:		
COMM 460	Seminar in Digital Rhetoric	
DGST 460	Digital Studies Seminar ¹	
Electives		
Select four of the following, with at least two at the 300 or 400 level:		12
ARTS 104	Digital Approaches to Fine Art ¹	
ARTS 219	Digital Video Production	

ARTS 226	Animation
ARTS 316	Experimental Documentary
ARTS 341	Multiple Imaging
ARTS 454	Approaches to Video Art
COMM 209	Argumentation
COMM 353	Visual Rhetoric
COMM 357	Social Media
COMM 370	Topics in Speech Communication
COMM 375	Not-For-Profit Communication Campaigns
COMM 376	Gender and Communication
COMM 377	Pop Culture
COMM 378	Health Communication
COMM 379	Professional Communication
COMM 380	Sports & Digital Media
COMM 381	Hip-Hop Culture
CPSC 106	Digital Storytelling ¹
CPSC 110	Introduction to Computer Science ¹
CPSC 350	Applications of Databases
CPSC 440	Game Programming
CPSC 444	3D Computer Graphics
CPSC 448	Advanced Web Application Development
CPSC 460	Human-Computer Interaction
DGST 201	Tinkering, Hacking, and Making
DGST 301	Special Topics in Digital Studies ¹
DGST 302	Creative Coding ¹
DGST 303	Digital Media Studio ¹
DGST 305	Introduction to Video Production
DGST 306	Media Production for Social Change
DGST 310	Virtual and Augmented Reality
DGST 395	Applied Digital Studies
ENGL 203	Writing with Digital Media
ENGL 245	Introduction to Cinema Studies
ENGL 253	Games and Culture
ENGL 314	The Literary Journal: Professional Practice in Publishing and Editing
ENGL 317A	Writing & Literacy in the Digital Age
ENGL 345	Film, Text, and Culture
ENGL 350	Electronic Literature
ENGL 386	The Graphic Novel
ENGL 451	Seminar in New Media
HISP 303A	Archives and Society
HIST 325	Technology and Culture
HIST 427	History of the Information Age
HIST 428	Digital History
JOUR 200	News Journalism
JOUR 300	Investigative Journalism
JOUR 301	Magazine Journalism
JOUR 380	Practicum in Journalism (for up to 3 credits)
MUTC 100	Technology for Musicians
MKTG 301	Principles of Marketing
MKTG 417	Digital Marketing
MUTC 170	MIDI Composition

MUTC 320	Audio Recording
MUTC 330	Audio Production
MUTC 370	Electroacoustic Techniques
PSCI 363	Mass Media Politics
PSCI 450	US Political Film
RELG 104	Podcasting Religious Studies
Individual Study	
Up to three credits in COMM 491, COMM 492, DGST 491, DGST 492, or JOUR 491.	
Internship	
Up to three credits in COMM 499, DGST 499 or JOUR 499	

Total Credits **36**

¹ May be taken as electives if not used in the Digital Studies Core or Capstone.

General Education Requirements

The general education requirements for Bachelor of Arts/Bachelor of Science degrees (<https://catalog.umw.edu/undergraduate/general-education/requirements-bachelor-arts-bachelor-science-degrees/>) apply to all students who are seeking to earn an undergraduate B.A., B.S. or B.S.Ed. degree.

Students seeking a Bachelor of Liberal Studies degree have a separate set of BLS general education requirements (<https://catalog.umw.edu/undergraduate/general-education/requirements-bachelor-liberal-studies-degrees/>).

Electives

Elective courses are those that are not needed to fulfill a general education requirement or major program requirement but are chosen by the student to complete the 120 credits required for graduation with a B.A./B.S./B.S.Ed. degree or the BLS degree. These courses may be taken graded or pass/fail (or S/U in the case of physical education and 100-level dance). No student in a regular B.A./B.S./B.S.Ed. program may count more than 60 credits in a single discipline toward the 120 credits required for graduation.

Total Credits Required for the Degree: 120 credits

Plan of Study

This suggested plan of study should serve as a guide to assist students when planning their course selections. It is not a substitute for a student's Degree Evaluation or the Program Requirements listed for this major in the catalog. Academic planning is the student's responsibility, and course selections should be finalized only after speaking with an advisor. Students should familiarize themselves with the catalog in effect at the time they matriculated at the University of Mary Washington. Students should also familiarize themselves with general education requirements (<https://catalog.umw.edu/undergraduate/general-education/>) which can be fulfilled through general electives as well as major/minor course requirements. Course requirements and sequencing may vary with AP, IB, CLEP, Cambridge or previous coursework, transfer courses, or other conditions. To be considered full-time, an undergraduate student must be enrolled in 12 or more credits for the semester.

Course	Title	Credits
Freshman		
Fall		
DGST 101	Introduction to Digital Studies	3
FSEM 100	First-Year Seminar	3
General Education Courses		9
Credits		15
Spring		
COMM 205	Public Speaking	3
General Education Courses		12
Credits		15
Sophomore		
Fall		
ARTS 104 or CPSC 106 or CPSC 110	Digital Approaches to Fine Art or Digital Storytelling or Introduction to Computer Science	3
COMM 206	Small Group Communication	3
General Education Courses		9
Credits		15
Spring		
300 or 400-Level DGST Course		3
General Education Courses		12
Credits		15
Junior		
Fall		
COMM 340	Introduction to Rhetoric and Communication	3
Elective for Major ¹		3
General Electives		9
Credits		15
Spring		
COMM 341	Communication Research Methods	3
Elective for Major ¹		3
General Electives		9
Credits		15
Senior		
Fall		
Two Electives for Major ¹		6
General Electives		9
Credits		15
Spring		
COMM 460 or DGST 460	Seminar in Digital Rhetoric or Digital Studies Seminar	3
COMM 499	Internship	3
General Electives		9
Credits		15
Total Credits		120

Associate Professor
 Adria Y. Goldman
 Zachary N. Whalen
 Elizabeth A. Johnson-Young
 Sushma Subramanian

Assistant Professors
 Emily D. Crosby
 James [J.D.] D. Swerzenski

¹ At least two of the four required electives for the major must be at the 300 or 400 level. See Requirements (p. 1) for a complete list of elective options.

Communication and Digital Studies Faculty

P. Anand Rao, Chair and Career Advisor (Communication)
 Zachary N. Whalen, Career Advisor (Digital Studies)

Professor

P. Anand Rao