# Master of Arts in Media Literacy and Digital Culture

COLLEGE OF ARTS AND SCIENCES



## SCHOOL OF COMMUNICATION AND MEDIA ARTS

## **Program Overview**

The Master of Arts in Media Literacy and Digital Culture (MLDC) at Sacred Heart University (SHU) teaches students the media literacy skills necessary to critically analyze the intersections of media and culture while fostering their creativity and social awareness. This program focuses on a holistic understanding of media, including production processes and industry practices, critical investigation of content and changing technologies, and the impact of stories and images on audiences. The MLDC program is also a pathway for students looking to pursue a Ph.D. in media studies.

MLDC offers three different areas of emphasis in Children, Health, & Media (CHM), Media & Social Justice (MSJ) and the new Political Action and Media Production (PAMP). The Children, Health, & Media concentration focuses on media impact on the minds, bodies and relationships of children, teens and tweens while the concentration in Media & Social Justice explores the role of media in reinforcing or challenging power and inequality in social and institutional relationships. The Political Action and Media Production track prepares students to make a difference in their communities through a curriculum that emphasizes both production and analytical skills.

#### A CLOSER LOOK

By focusing on the relationship between media and culture, MLDC students become creative and socially aware professional communicators able to demonstrate theoretical knowledge and applied skills in a 21st century workplace. An MLDC degree will have significant value to:

- Early Childhood Educators
- Primary and Secondary Educators
- Media Consultants
- Media Creators and Producers
- Social Media Managers
- Athletic Coaches and Trainers
- Health Promotion Educators and Marketers
- Counselors
- Human and Social Service Providers
- Community Organizers
- Nonprofit Managers

## Program Highlights:

- Hands-on curriculum that provides ample opportunity to produce media literacy materials for a variety of audiences and organizations
- Blended courses and flexible scheduling for one-year (full-time) or two-year (part-time) plans of study
- · Experienced faculty
- On campus career development opportunities through conferences, symposiums, workshops, and a limited number of assistantships and adjunct positions
- Capstone experiences that prepare graduates for careers in the digital age
- State-of-the-art portfolios demonstrating 21st century communication skills
- Professional relationships established through frequent interactions with advisory board members and capstone site supervisors
- Integrated MacBook Air program enables student learning in the digital age. Students receive a new MacBook Air laptop when they enter the master's program, and it is theirs to keep upon graduation



"Media literacy expertise is absolutely vital to anyone who wants to navigate the image-based society in which we live."

- Dr. Sut Jhally,
Executive Director, Media Education Foundation



## MLDC COURSE REQUIREMENTS

With fall and spring acceptance and convenient eight-week sessions scheduled year round, MLDC courses combine face-to-face once-a-week evening classes with online sessions.

Full-time students can complete the degree in one year and part-time students can finish in two years. The master's in Media Literacy and Digital Culture is a 36-credit program. It is broken into six modules with six credits (Two courses) per module.

#### Required Courses - 27 credits

- \* Media Literacy: Concepts and Controversies
- \* Media, Communication, and Culture
- \* Media Ethics in a Professional Context
- \* Media Literacy: Design and Implementation
- \* Multimedia Production for Media Literacy
- \* Special Topics I
- \* Special Topics II
- \* Capstone I
- \* Capstone II

#### MLDC Concentrations - 9 credits

#### Children, Health, & Media (CHM)

- \* Children and Media
- \* Teens and Media
- \* Health and Media

#### Media & Social Justice (MSJ)

- \* Race and Representation
- \* Gender, Identity, and Media
- \* Media and Social Movements

#### **Special Topics Courses Include:**

- \* Social Media and Culture
- Sports, Culture, and Media
- \* Multimedia Production I
- \* Multimedia Production II
- \* Media Industries
- \* Visual Literacy
- \* Media Aesthetics
- \* Media and Violence
- \* Media and Body Image
- \* Advertising and Consumer Culture

"I was looking for an exciting and relevant masters program to satisfy the additional credit hours of advanced education required for teachers. The MLDC program at Sacred Heart University has helped me move forward in my career while expanding my understanding of the media environment my students are immersed in."

Kelly Balanca, Sixth-grade teacher



#### GRADUATE CERTIFICATES (15 CREDITS EACH)

- CERTIFICATE IN CHILDREN, HEALTH, & MEDIA
- CERTIFICATE IN MEDIA & SOCIAL JUSTICE

## Introducing the new Political Action and Media Production track

The Political Action and Media Production track introduces students to digital production platforms along with focused study on the ethical responsibilities of media producers and the role media play in reinforcing or challenging social inequality. All students in this track will create a digital portfolio and a multimedia capstone project that addresses a social or political cause or movement. While anyone may pursue this concentration it may be of particular interest to activists, community organizers, nonprofit directors, media practitioners, and people working in political communication.

#### **Required Courses**

- \* Media Literacy Concepts and Controversies
- \* Media Ethics
- \* Media Literacy Design and Implementation
- Multimedia Communications I
- \* Multimedia Communications II
- \* Digital Portfolio and Mentorship I: News Reporting and Producing
- \* Social Media and Journalism
- \* Race and Representation
- \* Gender, Identity and Media
- \* Media and Social Movements
- \* Capstone I
- \* Capstone II

#### **ADMISSION INFORMATION:**

- \* Online application: http://apply.sacredheart.edu
- \* Nonrefundable application fee
- \* Official transcripts from all undergraduate institutions attended
- \* One-page personal statement describing career goals, interests and qualifications for the program
- \* Professional résumé
- \* Two letters of recommendation

## FINANCIAL ASSISTANCE:

A limited number of research and staff assistantships are available to full-time graduate students on a competitive basis. Student loans, deferred payment plans and a variety of other programs are available through the Office of Student Financial Assistance at 203-371-7980.



The Princeton Review includes SHU in its The Best 381 Colleges: 2017 and Best 294 Business Schools: 2017 and U.S. News & World Report recognized SHU as one of the best regional universities in the North in its 2016 "America's Best Colleges" publication, making it one of the top New England liberal arts colleges.

Connecticut Campuses: Fairfield, Griswold and Stamford Graduate Center

International Campuses: Dingle, County Kerry, Ireland and the Grand Duchy of Luxembourg

Student Body: 8,532 total students: 4,794 full-time undergraduate students, 634 part-time undergraduate students, 3,104 graduate students; 67% female, 53% out of state; 6% minority students

Class Size: The student-to-faculty ratio is 15:1, with an average class size of approximately 21 students

