

Title: Media and Communication Studies Program

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Rachel Oudit [00:00:04] There has never been a better time to be connected. Social media introduced us to Tik-Tok challenges, influencers and memes, and we can chat with loved ones instantly and catch up on the latest daily news all from the palm of our hands. There are so many messages out there in daily life that shape the way we think, perceive the world and understand what's important to us.

Rachel Oudit [00:00:25] Sound intriguing? Then the Media and Communication Studies programs might be your way forward. To keep on top of this rapidly changing industry, you'll take courses that look at emerging trends and let you try all fields ranging from photography, media, writing, social media and even digital design.

Rachel Oudit [00:00:45] You'll then focus on a specialized area in media that lets you continue your practice in our exciting labs. You can create a new series in our multi-media production lab, design websites using our Mac Labs, air your own podcast in our brand-new podcast studio, take photos and work with lighting in our photography studio and explore the exciting world of augmented reality in our new virtual reality studio.

Rachel Oudit [00:01:10] Take your skills out into the industry in your 240-hour internship. We're located in the media capital of Canada so you can find yourself working for Rogers Media, Maple Leaf Sports and Entertainment, and Universal Music Canada, to name a few. The more experience, the better, which is why you get to take part in the final year project; Emerge, that brings together all specializations to put their creativity to work. This project has received much success, including our award-winning magazine, which has won over 400 awards to date.

Rachel Oudit [00:01:44] All of the skills learned theoretically and hands-on will take you down many exciting paths to media. Many graduates enter the working world as social media strategists, event planners, digital content producers, and even television broadcasters. If post-graduate studies are on your radar, many of our graduates have gone on to complete post-grad certificates and Master's programs in communication, journalism and many more.

Nyrese [00:02:09] The Media Studies program is great because you get to study all different aspects of media. So, you learn about writing for public relations, but you're also going to be taking photography classes, you're going to look a little bit into journalism, and then when you get into your third year, you actually get to specialize in the field that you love. And so, you really get a good idea of exactly what's going on in our industry.

Nyrese [00:02:29] Everyone in this program is super dedicated to their specialization, and the professors are still working in the field, they know what they're talking about. I can go talk to them any time and ask their opinion on my projects, what I should be doing about my internship, and they can completely understand and relate.