

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.

MLDC offers two different areas of emphasis in Children, Health, & Media (CHM) and Media & Social Justice (MSJ). 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.

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 iPad program that enables student learning in the digital age. Students receive a new iPad when they enter the 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



Sacred Heart
UNIVERSITY

Sacred Heart University
Office of Graduate Admissions
5151 Park Avenue | Fairfield, CT 06825
www.sacredheart.edu/graduate

For more information visit:
www.sacredheart.edu/gradcounselor to find the dedicated admissions representative in charge of your program.

MLDC COURSE REQUIREMENTS:

With fall and spring acceptance and convenient 8-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, Communication, and Culture
- * Media Ethics in a Professional Context
- * Foundations in Media Literacy
- * The Great Debates of Media Literacy
- * Media Literacy: Design and Implementation
- * Multimedia Production for Media Literacy
- * Elective
- * 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

Elective 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
- * Multimedia Health Promotions

The new Frank and Marisa Martire Business & Communications Center opened spring 2015, and hosts the Jack Welch College of Business and the new School of Communication and Media Arts. This state-of-the-art, \$50 million, 120,000-square-foot facility offers world-class components, which include media production studios for television, video and film; an active trading floor; smart classrooms; interactive labs; student lounges and more. For more information on this innovative facility, visit: www.sacredheart.edu/martire.



"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



SHU FAST FACTS

- * SHU is the second-largest Catholic university in New England with 7,781 in attendance.
- * *The Princeton Review* includes SHU among the Best 379 Colleges, while *U.S. News & World Report* ranks SHU among the best regional universities in the North in its "America's Best Colleges" publication.
- * SHU is set on more than 100 acres in suburban Fairfield, Conn., which is ranked in the top places to live in the Northeast and #9 in *Money* magazine's list of the "Best Places to Live." Fairfield is 90 minutes from Manhattan and 150 minutes from Boston.

ADMISSION INFORMATION:

- * Online application: <http://apply.sacredheart.edu>
- * \$60 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.

GRADUATE CERTIFICATES (15 CREDITS EACH)

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



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