

communication major

# MEDIA & POP CULTURE sequence

## WHAT IS IT ABOUT?

The Media and Popular Culture Studies concentration explores the history, theory, analysis and rhetoric of everything from reality T.V. and blockbuster films to hip-hop culture and consumerism, examining how our day-to-day lives are informed and constructed by cultural trends and products. Our classes focus on critical thinking, research, and communication skills. Students will gain a broad and flexible background appropriate for attending graduate school, for teaching, and for writing about or creating media content. Employers in all fields of media will value the breadth and depth of students' engagement with media and culture.

## CLASSES YOU'LL TAKE

Movies & Methods	Gender Speak
Black-American Voices	Hip Hop Culture
Myth & Media	Television: Text & Contexts

## WHERE GRADS ARE

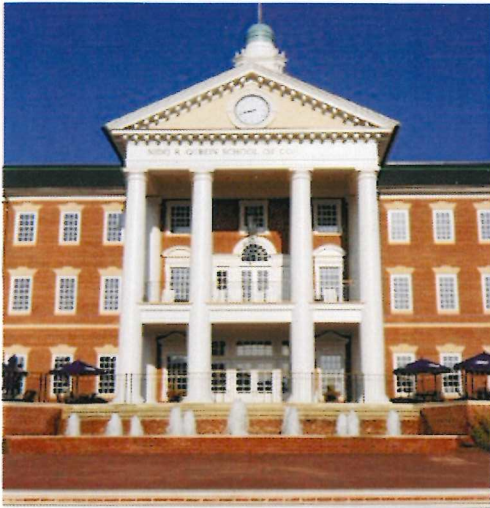
Editor-in-chief, Chapel Hill Magazine	Grant Manager, National Institute of Health
Admissions Officer, HPU	Press Secretary, Senator Jay Rockefeller
Media Writer, Vegas.com	Portfolio Manager, Southern Wine & Spirits

## CONTACT

Judy Isaksen, Ph.D.  
Associate Professor  
[jisaksen@highpoint.edu](mailto:jisaksen@highpoint.edu)



HIGH POINT UNIVERSITY  
Nido R. Qubein School of Communication



**Nido R. Qubein School of Communication**

## **Media & Popular Culture Studies Track**

One of the unique features of HPU's School of Communication that sets us apart from many schools throughout the region and nation is the Media & Popular Culture Studies track. This "studies" concentration explores the history, theory, analysis, and rhetoric of everything from reality T.V. and blockbuster films to hip-hop culture and consumerism, examining how our day-to-day lives are informed and constructed by cultural trends, practices, and products. We live in a highly mediated society, so understanding how we consume as well as circulate media is an essential component of our media literacy.

The concentration's focus on the social and cultural aspects of media coupled with an emphasis on critical thinking, research and analysis, as well as oral, written and digital communication skills prepares students for a wide array of employment opportunities as well as for graduate school.

### **Course Offerings:**

- Media & Popular Culture
- Movies & Methods
- Black-American Voices: Stories & Sounds
- Women, Gender, & Culture
- Visual Rhetoric & Design
- Myth & Media
- Media Representations: Race, Class, & Gender
- Global Media Representations of Women
- Sit Coms, Reality TV, & Beyond
- Hip-Hop Culture
- Advertising & Consumer Culture
- Gender Speak
- History of Documentary Film
- Social Media

**MORE** 



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