ABOUT THE DEPARTMENT
In an increasingly media-saturated, diverse, and complex global environment, the Communication and Media Studies (CMS) major prepares students to become discerning media consumers, critical thinkers, confident speakers, skilled writers, and creative storytellers. CMS contributes to the intellectual emancipation of its majors by practicing the values of liberal learning: analytical thought, clear communication, aesthetic insight, ethical sensitivity, and civic responsibility.

POTENTIAL CAREER PATHS
A CMS degree prepares students for an expansive roster of careers. As an interdisciplinary program, CMS students are exposed to multiple areas of study and skill development, making them exceptionally qualified for a wide variety of careers, including:

- **Writing-based careers**: correspondent, print or broadcast journalist, travel writer, critic, blogger, web content provider, editor, script writer, news service researcher, technical writer
- **Politics-based careers**: public affairs analyst, public information officer, legislative assistant, research analyst, public servant, communications director
- **Advertising/Marketing-based careers**: media consultant, special events promoter, marketing researcher, copywriter, account executive, media planner, publicity manager, corporate public affairs specialist, public opinion researcher, social media marketer
- **Media Arts-based careers**: film archivist, script supervisor, studio merchandiser, theater manager, program assistant, publicist, story editor, talent agent, casting director, press agent, arts administrator, multimedia designer, gallery curator
- **Health Care-based careers**: health campaign coordinator, healthcare advocate, grants writer, public relations officer, research analyst, social marketing officer
- **Law-based careers**: lawyer, legal researcher, mediation and negotiation specialist, legal secretary, legal reporter

CONCENTRATIONS
The CMS field is roughly divided across a humanities approach and a social scientific approach to the field. Core CMS use a combination of these two paths to impart onto students the breadth and depth of the field. Concentrations within the major also speak to the bifurcated nature of the field. Concentrations within the major are:

- **Arts & Production**: humanities based
- **Business and Organizational Communication**: social science based

- **Identity and Culture**: hybrid of humanities and social science
- **Film Studies**: humanities based

Specific information on each concentration can be found at washcoll.edu/departments/communication-and-media-studies

THESIS
The Senior Capstone Experience (SCE) is an intensive research project on a topic chosen by the student and guided by a faculty mentor. It hones research, analytic, and writing skills developed during four years of study while contributing to the student’s intended career. CMS capstone projects have included starting a fashion line, creating a technology nonprofit, examining race in sports films, uncovering the effects of Instagram influencers, curating a museum exhibit, and more.

All CMS majors graduate with field-specific training and critical career skills, including:

- Critical thinking
- Persuasive and thorough writing
- Problem-solving
- Project and time management
- Written and spoken interpersonal communication
- Public speaking
- Ethical and conscious professionalism

Website ad created by current CMS 101 students
WHY COMMUNICATION AND MEDIA STUDIES AT WASHINGTON COLLEGE?

1. Interdisciplinarity
CMS is an interdisciplinary, versatile, and flexible major that pushes students to expand their understanding of human communication, culture, and social institutions.

2. Professionalization
The knowledge, understanding, and skills that students acquire in the CMS major help transform them into highly valued assets for grassroots organizations, to global media companies, to politics, and everything in between.

3. Transformation
CMS in a liberal arts environment allows students to wield their knowledge to produce civically responsible and ethical change.

4. Impact
Communication and media are the relational and collaborative forces that construct our social world, and a CMS degree from Washington College gives students a unique edge to positively impact the world.

5. Customization
The CMS major combines field-specific curriculum with a student’s chosen focus to produce a customized, curated major based on student interests—both personal and professional. Crafted. Customized. Curated.

Christian Yosef ’21
“A big reason why I love CMS is because I can learn about the history of film, in addition to watching movies from all over the world. My concentration is in film studies, and I have learned how to analyze films and also the media in general.

My favorite CMS class is “Intro to World Cinema II”, taught by Prof. Alicia Kozma. The course helped me see how film is made in countries like India, France, and Turkey, and I also discovered one of my favorite movies from that class.”

Casey Wolhar ’20
“I think what is really great about the Communications major is that it is deeply rooted in how we live our everyday lives. Our three core classes, Intro, Theory and Methods, set the foundation to become critical thinkers in areas such as how we communicate, media consumption, and how society influences these.

CMS also allows us to embrace what we are passionate about. I am a double major in Art and CMS so for my senior thesis I am researching the disparity in equal representation in contemporary art museums based on gender. I also have the opportunity to curate my own show featuring under represented identities in artists at Kohl, our campus gallery.”