

UC San Diego

COMMUNICATION MAJOR

What is Communication and why does it matter?

Where and how does it occur?

How do we study it?

EXPLORE

the role, power, and impact
of communication systems, industries,
and technologies

What does it mean to say that we live
in the “media age”?

How do different media forms and texts
both reflect and shape social values,
political beliefs, cultural identities,
and individual behaviors?

QUESTIONS

commugrad@ucsd.edu

EXAMINE

how users of communication
and media technologies configure
and are configured by the artifacts they encounter

How do designers of media systems
imagine users? In what ways do users
modify, alter and subvert these systems?

How do new media systems and media
making practices blur the distinction
between “work” and “play”
or “fact” and “fiction”?

How do invisible media platforms and
formats organize social life and relations?

CONSIDER

architecture and the built environment through
the lens of media, communication, and culture

What cultural values, assumptions and
conflicts are embedded in the design of
social spaces—shopping malls, homes,
churches, and cities?