Students in this concentration study media and popular culture from production, reception, and textual vantage points. The concentration focuses on media and popular culture serve as sites of struggle between artistic, economic, and ideological forces as well as how consumers use media and popular culture to shape individual and communal identities.

Initiatives like The Gaming & Social Change Hub allow students to explore how game design might serve as a resource mobilized to transform society and foster new modes of engagement with social issues from poverty to climate change.

Students in this concentration will primarily take courses in the Departments of Communications, English, Sociology, World Languages & Culture, and Women’s Studies.

This concentration will prepare students to be able to teach college-level film and media studies courses, to pursue a PhD in Communications, Film Studies, Media Studies, Game Studies, or a related field, and to do work related to entertainment criticism, game design, digital media consulting, or consumer analysis.

**SAMPLE COURSES**
- Film Genres: Comedies, Sci-Fi, Gangster Films
- Gaming Theory
- The Music Industry
- Reality Television
- Social Media & Activism
- Superheroes & Society
- Television & Society

**FEATURED FACULTY**
- **TIM ANDERSON:** popular music, digital communications, memes
- **MYLES MCNUTT:** twenty-first century television criticism, production cultures, transmedia campaigns
- **KEVIN MOBERLY:** rhetoric, digital media, game studies
- **ALLISON PAGE:** feminist media studies, media and citizenship, histories of capitalism
- **AVI SANTO:** entertainment/character branding and merchandising, consumer culture, fan studies
- **DYLAN WITTKOWER:** social networks and social media, internet studies, philosophy of technology

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757-683-3821  |  humanities@odu.edu  |  www.odu.edu/humanities