

Spring 2018

Division of Communication Studies, Fine Arts and Literature Spring 2018 Newsletter

Bridgewater College

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NEWSLETTER

ART | COMMUNICATION STUDIES AND THEATRE | ENGLISH | MUSIC

SPRING 2018

New Graduate Program: Master of Arts in Digital Media Strategy

Students and faculty in the division are buzzing with excitement about the new interdisciplinary master of arts in digital media strategy, which was approved by the Board of Trustees on April 6, 2018. The program focuses on designing, implementing and assessing strategic communication campaigns across multimedia platforms.



MESSAGE FROM THE DIVISION HEAD

Dear Alumni:

With the excitement of Commencement behind us, it is a great time to reflect on many of the accomplishments that have been achieved in our division this past academic year.

Our new master's program in digital media strategy was designed by an interdisciplinary committee under the leadership of Dr. Michele Strano. One of the key components of the program is a master's project requiring our graduate students to collaborate with a non-profit or commercial enterprise. If you are affiliated with an organization that might be interested in working with one of our graduate students, I encourage you to contact Professor Ben Erickson (berickso@bridgewater.edu), since he will be coordinating these projects.

Since I started at BC in 1992, I have always been incredibly impressed by the dedication of our alumni. I hope you will support us in this next great endeavor.

Jeff

Dr. Jeff Pierson
jpierson@bridgewater.edu

"Our goal was to develop a program that would help students build a solid multimedia portfolio, but that would also be consistent with our liberal arts commitment to critical thinking, interdisciplinary perspective taking and experiential learning."

Dr. Michele Strano, Associate Professor of Communication Studies



"Our goal was to develop a program that would help students build a solid multimedia portfolio, but that would also be consistent with our liberal arts commitment to critical thinking, interdisciplinary perspective taking and experiential learning," said **Dr. Michele Strano**, Associate Professor of Communication Studies, who has been named the program director.

The 39 credit hour graduate program comprises courses focused on communication, writing, design and technical production, electives from multiple disciplines and a culminating master's project. BC undergraduate students will be able to overlap the nine credits of dual-enrollment electives with their undergraduate degree and complete their B.A./B.S., along with the graduate degree, in five years.

"The master's project courses will pair students with businesses and non-profit organizations," said **Prof. Benjamin Erickson**, Instructor in Communication Studies, who has been named the program's coordinator. Erickson explained that students will apply their theoretical knowledge to solve real-world communication problems and connect with professionals in fields where they might seek employment.

"We would love to have alumni involved with the program in multiple ways," Strano

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New Graduate Program, continued

said. She mentioned that alumni who work in the field of digital media might provide case studies or data sets for students to analyze, give guest lectures, or provide master's project opportunities at their companies.



Of course alumni are also welcome to return to Bridgewater and enroll in the master's program themselves. The program can be completed as a part- or full-time student, and classes will be scheduled as conveniently as possible for working adults.

Pending final approval by SACS, Bridgewater's accrediting body, the program will launch in January 2019. This will be the second graduate program launched by the College, following the master of science in athletic training.

COMING SOON: BC STUDENTS ARE EXCITED TO APPLY

"I am so excited to become a part of the Digital Media Strategy M.A. because it offers me a chance to continue my passion for learning. I know that this program will introduce me to interesting and fulfilling course work that will better my skill set."

–**Courtney Morse '19**
Communication, Technology and Culture



"I wanted to be a part of the new Digital Media program because it coincides with my career goals. Everything matched up perfectly for me to apply, and I think it will be a beneficial and interesting program for the College!"

–**Taylor Berard '19**
Business Administration



"The digital master's program has given my major a vastly greater purpose. The program will encapsulate many areas that I am interested in, and I am eager to learn at the graduate level."

–**Nick Koger '19**
Art



"The reason why I am interested in the Digital Media Strategy master's program is because I want to further my experience in the digital field. Also, I want to be more career-ready in the video field."

–**Ian Rhodes '20**
Communication, Technology and Culture

CURRICULUM

39 credits (9 may overlap with undergraduate degree; 150 for B.A./B.S. + M.A.)

Prerequisites: undergraduate degree, media writing and visual design

FOUNDATIONAL COURSES (9 CREDITS)

Studies in Digital Media (3)
Digital Writing Genres and Processes (3)
Digital Media Production Strategies (3)

CORE COURSES (15 CREDITS)

Multimedia Storytelling (3)
Interactive Web Development (3)
Consulting Strategies (3)
Digital Media Campaign Targeting and Analytics (3)
Digital Persuasion (3)

ELECTIVES (9 CREDITS)

3 Dual Enrollment Courses (Can be taken before, during or after the core)

MASTER'S PROJECT SEQUENCE (6 CREDITS)

Master's Project Proposal (1)
Master's Project Implementation (3)
Master's Project Evaluation (2)

WANT TO FIND OUT MORE?

- **Online application opens August 2018**
- **Program scheduled to launch in January 2019**
- **Contact Dr. Michele Strano at mstrano@bridgewater.edu for more information**

Professional Writing Major

At its April meeting, the Board of Trustees unanimously approved the addition of a professional writing major for the Department of English. The new program offers a comprehensive undergraduate education in the broad range of skills that are demanded by a wide variety of jobs, many of which prioritize writing and editing.



According to recent analysis conducted by the National Association of Colleges and Employers, 73.4 percent of the employers surveyed demanded strong writing skills from their new hires. The core requirements of the major ensure that students gain the necessary foundations in writing

across several disciplines as well as familiarity with the publishing industry and market trends. The elective courses allow students to tailor their academic plans to their career interests and to focus on specialized areas, such as creative writing and journalism.



The Film Club took a trip to New York City on the first weekend of spring break. They saw *SpongeBob SquarePants: The Broadway Musical* and toured NBC, where they saw sets for the *Today* show, *Saturday Night Live*, *The Tonight Show with Jimmy Fallon*, and *Late Night with Seth Meyers*.

Cole, Galloway Recognized at Founder's Day

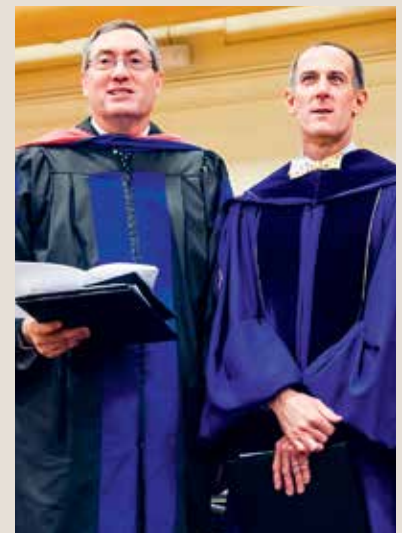
On April 3, **Dr. Scott Cole**, Associate Professor of Theatre, and **Dr. Stan Galloway**, Professor of English, received two of the three faculty awards presented at the College's annual observance of Founder's Day.

Dr. Cole received the Ben and Janice Wade Outstanding Teaching Award, which is conferred annually upon the Bridgewater College classroom teacher who has demonstrated outstanding classroom teaching performance. He has been the director of the theatre program at Bridgewater since 2005 and has been instrumental in the recent addition of the theatre major to the College's offerings.

Dr. Cole said he loves teaching and can't imagine doing anything else. "I think that the passion and excitement that I have for theatre led me to want to share that passion with others. My goal is to get everyone as excited about theatre as I am," he said.

Dr. Galloway received the Faculty Scholarship Award. As part of his research into Tarzan, he wrote a book of literary criticism aimed at the public library market entitled *The Teenage Tarzan* (2010), and James Gunn hailed Dr. Galloway as "one of the half-dozen finest [Edgar Rice] Burroughs scholars in the world."

To date, he has also published more than 100 poems, including one full-length collection, and three chapbooks. Dr. Galloway launched the Bridgewater International Poetry Festival in January 2013. The festival draws nearly 100 poets from around the world to the Bridgewater campus every two years. Galloway edits and/or oversees an anthology of poetry from each of these events.



"Bridgewater College has been very supportive of my writing and research, allowing me opportunities that I would never have pursued without its encouragement and financial support," said Galloway.

► COMMUNICATION STUDIES, FINE ARTS, AND LITERATURE 2018 COLLEGE AWARD WINNERS

ART

Paul M. and Betty Kline Student Art Scholarship

Georgia Howard

ENGLISH

Outstanding Senior Award

Amelia Bayer, Erica Blubaugh, Stephen Hoyle, Linzi Myers

COMMUNICATION STUDIES AND THEATRE

Outstanding Student Award in Communication Studies

Kirsten Lambert, Philip Meador

MUSIC

Nelson T. Huffman Award for Musical Excellence

Caroline Caplen

Outstanding Theatre Artist

Angela Tolomei

Stephen Tayman Memorial Music Scholarship

Christopher DeFreeuw

save
the
date

SATURDAY, OCTOBER 13
H O M E C O M I N G

10 a.m.–Noon Meet with your academic department on the mall!



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