

Hi. My name is Dr Seth Mehl. I am the Digital Humanities Fellow at the DHI with research interests in language, meaning and digital culture.

Introducing the MA in Digital Culture

The MA in Digital Culture and Communication will help you really understand how the digital world relates to culture.

What is digital culture?

What is digital culture? Digital culture starts with the emergence of digital technologies - things like networked computers, digital images and digital sound. All of these are new developments, and we're still learning about the impacts they can have on society. In particular, digital culture looks at the impacts that digital technology has on the way that culture is created and consumed. In this case, culture includes human activities in the past and present: so that's everything from social media content today, to ancient historical documents; from TV and film to museums and galleries and libraries; and also performing arts, both traditional and modern. The digital affects the way that all of those pieces of culture are created, and the way that audiences receive them. And we don't just look at how the digital *impacts* culture. We also look at how human culture has come to impact digital tools, with a focus on cultural theories and practices in recent decades, which have driven digital developments.

Preparing you for a career

What you'll learn on the MA will prepare you for work or further study in a wide range of different areas. For example, in media and communications, there is a real need for people who understand digital methods, and who also understand the human side of culture and society - the history, philosophy, and artistic and design side of the digital. Similarly, in the cultural heritage sector, including museums, galleries, and libraries, there is a growing need for people who understand culture, society, history, the arts, literature, and so on, and who also understand the potential of digital tools in the sector. In the creative industries, there is a need for people who understand the theories of culture and the digital that underpin new developments in digital, interactive music and dance, and other performing arts. Finishing this course will prepare you to be among those people who can coordinate and communicate between the artists and designers, the philosophers, writers, poets, and historians, and the computer programmers and software engineers, whether that's for a museum, a gallery, a library; or a TV or radio station or website; or a theatre or an orchestra.

A focus on understanding the links between culture and the digital

For this course, you don't need a background in computer programming, mathematics, or information science. Instead, the course is for students with a background in the arts and humanities, who want to work with both culture and technology, with both artists, historians and philosophers *and* computer programmers and software engineers. You will acquire technical skills, but the course isn't focused just on the technology. Instead, it's focused on understanding the links between culture and the digital, and the theories and contexts of digital culture.