



Photo credit: Media Studies Program

CONNECT WITH US

Cal Day

Come to UC Berkeley's annual **Open House** in April for information sessions, campus tours, special talks, and more.

Golden Bear Orientation

Join your peers in the campus-wide UC Berkeley **orientation** program for all new students.

Events

Attend department events with students, faculty, and staff. Visit mediastudies.ugis.berkeley.edu for news and updates.

ADVISING

Students can reach out to the Media Studies Student Academic Advisors below:

Laura Demir (advises students last name A - K)

Chelsea Prieto (advises students last name L - Z)

Advising Drop-In Hours:

Visit mediastudies.ugis.berkeley.edu/people for advising drop-in days and times.

HOW TO USE THIS MAP

Use this map to help plan and guide your experience at UC Berkeley, including academic, co-curricular, and discovery opportunities. Everyone's Berkeley experience is different and activities in this map are suggestions. Always consult with your advisors whenever possible for new opportunities and updates.

Visit ue.berkeley.edu/majormaps for the latest version of this major map.

Berkeley

Media Studies Program

235 Evans Hall
Berkeley, CA 94720
mediastudies.ugis.berkeley.edu

MEDIA STUDIES

Bachelor of Arts

Berkeley
UNIVERSITY OF CALIFORNIA

INTRODUCTION TO THE MAJOR

Media Studies is an interdisciplinary group major that weds a variety of traditions including communication, anthropology, sociology, political science, and journalism with contemporary critical and cultural studies to examine media technologies, forms, institutions, economics, policies, culture, and audiences. Students learn media history, practice, and theory in the United States and abroad. Media Studies students specialize in one of three areas of concentration: Digital Studies, Global Cultural Studies, or Media Law and Policy.



Photo credit: Steve McConnell

“*It's interdisciplinary, touches on many interconnected subjects, and explains media's large impact on society.*”

– Media Studies Graduate, 2019

ADMISSION TO THE MAJOR

For information regarding applying to the Media Studies major, visit the Media Studies Applying pages: mediastudies.ugis.berkeley.edu/applying-overview and mediastudies.ugis.berkeley.edu/prerequisites.

Media Studies has four prerequisite courses. One is Media Studies 10 or W10: Introduction to Media Studies. It is open to sophomores after two semesters at Berkeley and first-semester transfer students. Beginning fall 2020, students are required to take this course at Berkeley.

AMPLIFY YOUR MAJOR

- Join a **student organization**; some are media-related, e.g. **CalTV**, **The Daily Californian**, **SUPERB**, or **Business Careers in Entertainment**.
- Earn **academic credit** for an internship.
- **Study abroad** and expand your world.
- Add a **minor**, e.g. **Digital Humanities** or **Journalism**, or summer certificate, e.g. **Film & Media** or **New Media**.
- Add a **second major** if inspired.
- Participate in the **Media Studies Honors Program** if eligible.

MEDIA STUDIES

Bachelor of Arts

DESIGN YOUR JOURNEY

Explore your major

FIRST YEAR

Explore majors and minors on the **L&S Advising** website.
Familiarize yourself with **major** and **college requirements**.
Meet with **intended major advisors** and **college advisor** to discuss academic plans.
Begin completing major **prerequisites**.

SECOND YEAR

Enroll in Media Studies 10 or W10: Introduction to Media Studies, a prerequisite course.
Select **area of concentration** and **apply to the major** when eligible.
Continue to plan for the major and an **alternate major** until your application decision is available.
Review major guidelines for **study abroad**.

THIRD YEAR

Review your degree progress with your **Media Studies advisors**. Focus on your **remaining requirements** and use **course lists** to plan.
Get to know your **Media Studies Faculty Advisors**.
Explore the **honors program** if eligible.
Add a **minor**, e.g. **Digital Humanities** or **Journalism**.

FOURTH YEAR

Do a degree check with **college** and **major** advisors to ensure you are on track to graduate.
Enroll in **Media Studies H194/H195** and graduate with honors if eligible.
Complement your major with a **certificate, course thread**, or final **study abroad summer**.

WHAT CAN I DO WITH MY MAJOR?

As Media Studies draws from many traditions, graduates have gone into a variety of fields such as media, marketing, law, journalism, business operations, and education.

Jobs and Employers

Asst. Account Exec., Ogilvy
Brand Design Strategist, Gensler
Copy Editor/Web Producer, Politico
Executive Asst., Google
Digital Marketing Strategist, LQ
Digital Marketing, Facebook
Media Director, Digitas UK
Media Supervisor, MediaCom
News NOW Reporter, USA TODAY
Product Marketing, Dell
Production Coordinator, DreamWorks
Social Media Manager, Crunchyroll
Talent Acquisition, Microsoft
User Analyst, Zynga

Graduate Programs

Advertising, MA
Communications Data Science, MS
Journalism, MA
Law, JD
Media, Technology, & Society, PhD
Public Relations, MA
Screen Cultures, PhD
Sport Management, MA
Strategic Marketing, MA

Examples gathered from the **First Destination Survey** of recent Berkeley graduates and **Media Studies Program**.

Connect and build community

Participate in **On the Same Page**.
Get 1:1 mentoring with **Berkeley Connect** or **L&S Mentors Program**.
Find tutors and academic support at the **Student Learning Center**.
Look into **student organizations**; search **media, television, business**, and more.

Get to know professors and graduate student instructors during office hours.
Join a **student organization**; some are media-related, e.g. **CalTV, The Daily Californian, SUPERB**, or **Business Careers in Entertainment**.
Participate in **SLC study groups** for major-relevant courses.

Consider becoming a **Golden Bear Orientation Leader** and welcome new students to UC Berkeley.
Connect with **alumni groups** and build your **network**.

Get support for your thesis project in the **Townsend Honors Thesis Workshop**.
Reconnect with faculty and advisors about future career goals, graduate school and postgraduate opportunities.

Discover your passions

Discover new interests in a **Freshman Seminar** or student-run **DeCal course**.
Explore Berkeley Arts + Design **Creative Discovery Courses**.
Visit the **Office of Undergraduate Research and Scholarships**.

Continue exploring with a **Sophomore Seminar, Big Ideas Course**, or **Discovery Course**.
Assist faculty in their research through **URAP**.
Curious about entrepreneurship? Enroll in **HUM120: Entrepreneurship for All**.

Find research and funding opportunities in the **OURS database**.
Planning a senior thesis or project? Apply to the **Haas Scholars Program** or **SURF**.
Earn academic credit related to an internship; options available for **fall/spring** or **summer**.

Teach your own **DeCal course**.
Continue pursuing your interests through a **fellowship** or gap year.
Explore your unique career and graduate school options with a counselor at the **Career Counseling Library**.

Engage locally and globally

Attend the **Calapalooza** student activities fair and get involved with a student organization.
Find service opportunities through the **Public Service Center**.
Explore study, internship, and research abroad options with **Berkeley Study Abroad**.

Get involved in your local community by attending events at **BAMPFA** or joining programs like **Alternative Breaks**.
Consider a **Berkeley Global Internship** in the United States or abroad.

Prepare for your study abroad program by taking an **elective with a global focus**.
Apply for a leadership position in your **student organization**.
Study and intern in Washington D.C. with **UCDC** or **Cal in the Capital**.

Hone your leadership skills with the **Peter E. Haas Public Service Leaders program**.
Explore service opportunities after graduation, such as **Peace Corps, Teach for America**, or **U.S. Department of State**.

Reflect and plan your future

Visit **Berkeley Career Engagement** and the **Career Counseling Library**.
Develop a plan for getting career ready.
Set up a **Handshake** account and sign up for **CareerMail**.
Explore career fields in the **Career Connections Networking Series**.

Discuss career options and goals with a **Career Educator**.
Shadow alumni during a winter **externship**.
Learn about **graduate and professional school**.
Think about doing an **internship** in the summer and attend an **internship fair**.

Learn more about possible **career fields** and conducting **informational interviews**.
Update or create your resume and **LinkedIn** profile.
Attend **career and graduate school fairs**.
Attend networking events hosted by student clubs on campus like **Business Careers in Entertainment Club**.

Utilize **job board tools** in your job search.
Ask professors and graduate student instructors for recommendation letters.
Attend **Employer Info Sessions** and **On-Campus Recruiting**.
Apply to jobs, graduate school, and other opportunities.