MEDIA STUDIES
Bachelor of Arts

INTRODUCTION TO THE MAJOR

Media Studies is an interdisciplinary group major that wedds 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.

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.

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 news and updates.

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.

It’s interdisciplinary, touches on many interconnected subjects, and explains media’s large impact on society.

– Media Studies Graduate, 2019

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.

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

- **Connect and build community**
  - Participate in On The Same Page.
  - Get a mentorship 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.

- **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.

- **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.

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**SECOND YEAR**
- **Explore your major**
  - Enroll in Media Studies 10 or Who: 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.

- **Connect and build community**
  - 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.

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

- **Engage locally and globally**
  - Get involved in your local community by attending events at BAMFFPA or joining programs like Alternative Breaks.
  - Consider a Berkeley Global Internship in the United States or abroad.

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**THIRD YEAR**
- **Explore your major**
  - Review your degree progress with your Media Studies advisors and consider 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.

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

- **Discover your passions**
  - Find research and funding opportunities in the Ours database.
  - Plan 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.

- **Engage locally and globally**
  - 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.

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**FOURTH YEAR**
- **Explore your major**
  - 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.

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

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

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

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**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.**

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**Updates**
- Updated: 11.03.23