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.

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.

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.

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.
**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 advisor to discuss academic plans.
  - Begin completing major prerequisites.

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

- **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.

- **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 CareerHall.
  - Explore career fields in the Career Connections Networking Series.

**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., CalT.V. 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.
  - Curious about entrepreneurship? Enroll in ENTREPRENEURSHIP.

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

- **Reflect and plan your future**
  - 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.

**THIRD YEAR**

- **Explore your major**
  - 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.

- **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 networks.

- **Discover your passions**
  - 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.

- **Engage locally and globally**
  - Prepare for your study abroad program by taking an elective with a global focus.
  - Alternatives and gap year.
  - Consider doing an internship abroad with honors if eligible.
  - Enroll in Media Studies H194/H195: Media Studies and Graduate School.

- **Reflect and plan your future**
  - 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.

**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 H394/H395 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.

- **Discover your passions**
  - Teach your own DeCal course.
  - Continue pursuing your interests through a fellowship or gap year.

- **Engage locally and globally**
  - Explore your unique career and graduate school options with a counselor at the Career Counseling Library.

- **Reflect and plan your future**
  - Finish your degree requirements with your major and minor.
  - Prepare for your study abroad program by taking an elective with a global focus.
  - Apply for a leadership position in your Berkeley Study Abroad program.

**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, Gender
- Copy Editor/Web Producer, Politico
- Executive Asst., Google
- Digital Marketing Strategist, LQ
- Digital Marketing, Facebook
- Media Director, Digitas UK
- Media Supervisor, MediaCom

**Graduate Programs**

- Advertising, MA
- Communications Data Science, MS
- Journalism, MA
- Law, JD
- Media, Technology, & Society, PhD

**Public Relations, MA**

**Screen Cultures, PhD**

**Journalism, MA**

**Communications Data Science, MS**

**Talent Acquisition, Crunchyroll**

**Teach for America**

**Peace Corps**

**Teach for America**

**Reconnect with faculty and advisors about future career goals, graduate school and postgraduate opportunities.**

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