

Photo credit: Media Studies Program

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.

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.

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



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



	FIRST YEAR	SECOND YEAR	THIRD YEAR	FOURTH 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.	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.	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.	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	Participate in On the Same Page. Get 1:1 mentoring with Berkeley Connect. 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 mediarelated, 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 the Cal Job Shadow Program . 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.

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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