INTRODUCTION TO THE MAJOR

Media Studies is an interdisciplinary group major that wedds traditions from communication, anthropology, sociology, political science, and journalism with contemporary critical and cultural studies theory to examine media technologies, institutions, economics, as well as media content and audiences. Students learn media history and theory, and examine the role of media in political life in the United States and abroad. Students also learn to analyze the effects of media, to consider the impact of the media on public policy, as well as the impact of public policy on the media.

ADMISSION TO THE MAJOR

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

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

— Media Studies Graduate, 2019

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

Updated Last: 02/23/20