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.

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.

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 ue.berkeley.edu/majormaps for the latest version of this major map.
**First Year**
- Explore majors and minors on the L&S Advising website.
- Familiarize yourself with major and college requirements.
- Meet intended major advisors and college advisor to discuss academic plans.
- Begin completing major prerequisites.

**Second Year**
- 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.

**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, Genstar
- Copy Editor/Web Producer, Politico
- Executive Asst., Google
- Digital Marketing Strategist, LQ
- Digital Marketing, Facebook
- Media Director, Digits UK
- Media Supervisor, Media.com
- 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**