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.

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.

ADVISING

Students can reach out to the Media Studies Student Academic Advisors below:

Laura Demir (advises students last name A - K)
Katie Morrison-White (advises students last name L - Z)

Advising Drop-In Hours: Visit mediastudies.ugis.berkeley.edu/people for advising drop-in days and times.

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.
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 to know professors and graduate student instructors during office hours.
Join a student organization, some are media-related, e.g., CaTV, The Daily Californian, SUPERB, or Business Careers in Entertainment.
Participate in SLC study groups for major-relevant courses.

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 and graduate students in their research through URAP and SURF-SMART.
Build your research skills in HUM Wron: Research Bootcamp.

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 BAMPPA or joining programs like Alternative Breaks.
Consider a Berkeley Global Internship in the United States or abroad.

REFLECT AND PLAN YOUR FUTURE

Visit the Career Center and Career Counseling Library.
Check out the Career Center Yearly Planner.
Set up a Handshake account and sign up for CareerMail.
Explore career fields in the Career Connections Networking Series.
Meet with a Career Center counselor to discuss your career options and goals.
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.

FIRST YEAR

SECOND YEAR

THIRD YEAR

FOURTH 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 honors program if eligible.
Add a minor, e.g., Digital Humanities or Journalism.

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

Ass't 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, Mediaworks

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.