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.

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
**Media Studies**

**Bachelor of Arts**

**Design Your Journey**

**First Year**
- Read: Choosing a Major and High Demand Majors on the L&S website.
- Familiarize yourself with major and college requirements.
- Meet with intended major advisors and college advisor to discuss academic plans.
- Begin completing major prerequisites.

**Second Year**
- Enroll in Media Studies 10 or W10: Introduction to Media Studies, a prerequisite course.
- Apply to the major when eligible.
- Continue to plan for the major and a non-restrictive 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 H194/195 and graduate with honors if eligible.
- Complete your major with a certificate, course thread, or final study abroad summer.

**Explore your major**
- 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., CalTV, The Daily Californian, SUPERB, or Business Careers in Entertainment.
- Participate in SLC study groups for major-relevant courses.

**Connect and build community**
- Attend the Networking Series.
- CareerMail: Set up a Yearly Planner.
- Library: Explore study, internship, and research abroad.
- Service Center: Public.
- Attend the student activities fair and career and graduate school fairs.
- Consider becoming a Golden Bear Orientation Leader and welcome new students to UC Berkeley.
- Work with peers and graduate students in HUM 196: Mentored-Research and Discovery Groups.

**Discover your passions**
- Discover new interests in a Freshman Seminar or student-run DeCal course.
- Explore Arts + Design at Berkeley with HUM 20.
- 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 URBAP and SURF-SMART.
- Build your research skills in HUM Wron: Research Bootcamp.
- Find research and funding opportunities in the OIRS database.
- Planning a senior thesis or project? Apply to the Haas Scholars Program or SURF.
- Curious about entrepreneurship? Enroll in HUM 220: Entrepreneurship for All.
- Earn academic credit related to an internship, options available for fall/spring or summer.

**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 BAMFFA 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.

**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.
- 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 BCEC.
- Ask professors and graduate student instructors for recommendation letters.
- Meet employers at 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**
- 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, Digidas
- UK Media Supervisor, MediaCom
- News NOW Reporter, USA TODAY
- Product Marketing, Dell
- Production Coordinator, DreamWorks
- Social Media Manager, Crunchyroll
- Talent Acquisition, Microsoft
- User Analyst, Zynge

**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**