



Career Options after Media Studies

the study of media impact
www.utsc.utoronto.ca/acm
Major, Minor

What is Media Studies?

Media Studies is one of the Humanities.

Contemporary society has become so media-saturated that every sphere of human experience – personal, social, economic, political, cultural, moral, and aesthetic – is mediated. The Media Studies program helps students develop a deep understanding of the role of media in contemporary societies. It provides students with theories and methods that help them analyze the constantly changing media phenomena – texts, practices, policies and institutions. It lays crucial intellectual groundwork for students who hope to find meaningful employment in media industries and media-related sectors

Skills of Media Studies Grads

- Analyze and critique media texts (news, movies, TV dramas, lifestyle programs, advertisements, animations, YouTube videos, social networking sites, and all other forms of media culture)
- Articulate and analyse the complex relationship between media, politics, and economy
- Formulate ideas about how each sphere of human activity is mediated and transformed by media, especially digital media
- Articulate abstract ideas and complex information in speech and in writing

What makes Media Studies at UTSC unique?

Media Studies at UTSC is the only academic unit in the U of T system that gives you the opportunity to systematically study contemporary media cultures. We advocate a comparative perspective in media studies. This perspective is attentive to how media cultures are shaped by and interact with forces of globalization.

Entry-Level Jobs for Bachelor Grads

Common employment destinations include:

- Writer, Critic, and Analyst in Media, Government, Think-tanks, and other institutions
- Production Assistant in Publishing (print/electronic and online publishing)
- Project Assistant in Media Buying, Marketing, Advertising, Public Relations, Event Planning
- Project Assistant in New Media firms (cloud computing, online advertising and online gaming)
- Coordinator of Cross-Cultural/International Media Business Development

The Career Directory: www.canadastop100.com/tcd

Graduate & Professional Studies

Popular further education opportunities include:

- Media Studies – Master of Arts
- Information Science – Master
- Journalism – Master
- Communication – Master of Arts
- Digital Media – Master
- Digital Experience Innovation – Master
- Public Relations/Corporate Communication – Post-Graduate Certificate
- Marketing or Brand Management – Certificate
- Advertising – Diploma
- Interactive Media Design – Diploma

Use LinkedIn!

UTSC Media Studies graduates are working in Education, Media & Communication and Marketing.

Attend our LinkedIn workshop to learn about the *Find Alumni* tool for networking!

Media Studies grads from UTSC have gone on to:

- University of Toronto (Web Content Editor)
- Mike Agency (Digital Marketing Intern)



Examples of Fields that 'Fit' the Skills of Media Studies Grads

- Art and Design
- Operations
- Education
- Entrepreneurship
- Sales and Marketing
- Media and Communication
- Marketing
- Administration

Your 4-Year Career Exploration Action Plan

1 Do Your Research

The databases below provide you with details about job prospects, nature of work, educational requirements, working conditions, pay and related career paths:

Career Cruising: Log into cln.utoronto.ca, click on Resources, and click on Career Cruising to be logged in automatically

O*Net: online.onetcenter.org (U.S. site)

Attend our workshop **Discover Your Skills and Career Options**, meet with a Career Counsellor, and use our resources to get to know your skills, values, personality and interests:

www.utsc.utoronto.ca/aacc/get-know-yourself

Use the advice on our tip sheets for gathering information: www.utsc.utoronto.ca/aacc/tipsheets

- Information Interviews
- Working On-Campus
- Internships
- Volunteering

3 Build Your Network

Explore **Professional Associations** and get involved: volunteer for their events and conferences, and get to know people in your industry of interest. These are your future mentors, supervisors and colleagues!

ARTSA, ARTSIDEOUT, Gallery 1265, Medius - www.utsc.utoronto.ca/acm/clubs-associations

Institute of Communication Agencies - www.icacanada.ca

Canadian Public Relations Society - www.cprs.ca

The Cultural Human Resources Council - www.culturalhrc.ca

Canadian Heritage Information Network - www.rcip-chin.gc.ca

Cultural Careers Council Ontario - www.workinculture.ca Canadian Marketing Assoc'n - www.the-cma.org

Canada Council for the Arts - www.canadacouncil.ca Business for the Arts - www.businessforthearts.org

Ontario Arts Council - www.arts.on.ca

Toronto Arts Council - www.torontoartscouncil.org

Follow on Twitter: @businessftarts @OMDCtweets @aquent

2 Explore Career Options & Get Experience

Gain exposure to your options in the world of work and make connections while you're a student via campus events and programs listed on cln.utoronto.ca and ccr.utoronto.ca:

- [Extern Job Shadowing](#)
- [In the Field](#)
- [Explore It!](#) (course-based)
- [Partners in Leadership](#) (4th year students)
- [iLead, uLead, weLead](#) (Dep't of Student Life)
- Employer Information Sessions
- Career & Volunteer Fairs
- [Departmental Student Association](#) Events

Apply for [Work Study](#) jobs in CLN in Fall and Spring! You might also find work via www.scsu.ca/jobs.

Find networking opportunities, internship programs and entry-level jobs via websites like www.talentegg.ca and www.charityvillage.ca.

As an upper year student (14+ credits), attend UTSC's [Get Hired Conference](#) and participate in [Jobs for Grads](#).

As a graduate, explore internships and other trainee programs like www.careeredge.ca