



MEDIA STUDIES

Program Objectives

students and faculty consider issues involving gender and communication, multiculturalism, ethics, health communication, media and public policy, and other current topics. Understanding the process of communication is as important to our democracy as public speaking was for the ancient Greeks.

The bachelor of arts degree in communication provides comprehensive knowledge about the nature of communication, the symbol systems by which it functions, the environments in which it occurs, its media, and its effects. Employing critical and empirical approaches, the program spans the social sciences, humanities, and fine arts. The bachelor of arts in media studies focuses on understanding, creating, and exploiting various social and participatory media through a program of integrated courses in media writing, criticism, and production. Our goal is to graduate literate, capable, and responsible media professionals.

Degrees & Concentrations Offered

Graduation Planner: usm.maine.edu/advising/degreeplanning

Degree Offered: Bachelor of Arts

Major Offered: Media Studies

Minor Offered: Communication and Media Studies

Communication and Media Studies Department

Portland Campus , 126 Bedford Street
(207) 780-5972

Web Address: usm.maine.edu/com

Facebook: [USM Communication & Media Studies-Production](https://www.facebook.com/USMCommunication&MediaStudies-Production)

Career Possibilities*

Broadcast News Analyst
Camera Operators, Television, Video, and Motion Picture
Communication and Journalism Teachers
Copy Editor
Critic
Editor
Film and Television Production
Film and Video Editors
Journalist
Multimedia Writer
Producer
Publicist
Radio and Television Announcers
Reporters and Correspondents
Script Writer
Technical Directors/Managers
Television Presenter
Writers and Authors

* Additional education, training or experience may be required.

Acquired Transferable Skills

Active Listening
Complex Problem Solving
Coordination
Critical Thinking
Judgment & Decision Making
Social Perceptiveness
Speaking
Time Management
Writing

For more information on transferable skills go to:
usm.maine.edu/community-engagement-career-development/career-tools

What can I do with this major?*

AREA	EMPLOYERS	INFORMATION/STRATEGIES
Electronic Media	Public, cable, and private television stations Radio networks Video production companies	<ul style="list-style-type: none"> Gain experience with campus or local television and radio stations. Secure an internship with a media corporation. Develop a variety of technical and computer skills. Choose a particular area of interest and build the skills and experiences necessary to qualify for that field.
Newspaper Publishing	Large circulation and local newspapers Online publishers Wire services Trade newspapers	<ul style="list-style-type: none"> Obtain an internship or part-time job with a newspaper. Work with a college newspaper, yearbook, or alumni publication. Develop excellent grammar and writing skills. Learn to think critically. Create a portfolio of writing samples, especially those that have been published.
Social Media Management	Public relations firms Advertising agencies Social media management companies Media outlets	<ul style="list-style-type: none"> Get experience with social media platforms. Be adept at learning new technology and tools quickly. Stay abreast of industry news. Develop skills important to this field including: communication, creativity, relationship building, and project management.

*To learn about these areas and much more visit: whatcanidowiththismajor.com/major • © 2011 What Can I Do With This Major

Enrichment Opportunities

Internships

For more information contact the Media Studies Department.
usm.maine.edu/community-engagement-career-development/internships

Study Abroad

For more information contact the USM Office of International Programs.
usm.maine.edu/international/study-abroad

Clubs & Organizations

[Free Press-Student Newspaper](#),
[WMPG-Student Radio Station](#),
Words and Images
For a complete list of student organizations:
webapp.usm.maine.edu/pathways/list

USM Corporate Partners

The USM Corporate Partners are over 350 business people, from nearly 100 companies. usm.maine.edu/corporatepartners

Helpful Career Links

USMCareerConnections:

USM's career network for job and internship searches. usm.maine.edu/community-engagement-career-development/usmcareerconnections

O*NET OnLine:

Learn more about a career opportunity by researching it with O*NET. onetonline.org

Occupational Outlook Handbook:

Learn more about a career opportunity by researching it with OOH. bls.gov/oooh

PROFESSIONAL ASSOCIATIONS To name a few...

[National Association of Broadcast Employees and Technicians](#)

[Communications Workers of America](#)

[National Association of Broadcasters](#)

[Broadcast Education Association](#)

[Newspaper Association of America Career Resources](#)

[American Society of Newspaper Editors](#)



PORTLAND • GORHAM • LEWISTON • ONLINE

Office of Community Engagement and Career Development • usm.maine.edu/cecd

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