

What can I do with a degree in Cultural Studies?

Cultural Studies.



Career planning: what do I need to know?

Knowledge of yourself is important for career decision making. Start by looking at your personal goals, abilities, values and interests to explore study and career options that are relevant to you. Some of these may change over time, so it is important to self-reflect and evaluate your career on an ongoing basis.

What do employers look for?

Many employers look for generic skills such as communication, customer-focus, bicultural competence, cultural awareness and teamwork. With technology and globalisation changing the nature of society, skills such as resilience, problem solving and adaptability are valuable at work as well as in life.

How can I develop these skills?

- Some skills are developed through your degree

- Extra-curricular activities can help, for example getting involved in clubs, mentoring, cultural groups, part-time work or volunteering
- Be open to professional and personal development opportunities. Whether it is undertaking an internship, overseas exchange, skills seminar, or joining an industry group — these activities will enhance your employability.

What else should I know?

The career options in this brochure are examples only and the list is not exhaustive. Some careers may require further study beyond a first degree or additional work experience. Some pathways and degrees have a recommended school background. Find more subject details at www.canterbury.ac.nz/subjects/cult

If this brochure does not answer your questions, talking to an expert such as a career consultant can help you to identify the next steps in your career decision making journey.

www.canterbury.ac.nz/careers

What is Cultural Studies?

In Cultural Studies, 'culture' is understood very broadly, but with a strong emphasis on local everyday life. Cultural Studies does not follow traditional distinctions between 'high' and 'low' culture; a Lorde music video becomes a significant cultural text alongside, say, a classical opera.

Cultural Studies analyses many popular cultural forms: film and television, comics and graphic novels, advertising, art, new media, music, fashion, sport and leisure to name just a few. These domains are shown to be extremely powerful political forces in shaping our societies and our identities.

The contemporary theories of culture view it as something dynamic, living and changeable. This leads to questions of how culture is produced, how we interpret culture, how culture can be preserved or destroyed.



AT A GLANCE

\$85k

- \$150k is what senior policy advisors can expect to earn*

30+

UC libraries hold over 30 heritage collections on everything from botany to Hispanic experimental poetry

91%

of New Zealanders think music is a significant part of Aotearoa culture*

What skills have UC graduates gained?

Through their Cultural Studies degree, graduates develop a set of transferable skills such as:

- Knowledge of contemporary cultural trends
- Thinking critically and creatively, and challenging ideas
- Interpretive and analytical thinking
- Problem solving skills
- Understanding the influences on contemporary society
- Bicultural understanding and multicultural awareness
- Oral and written communication
- Research and computing skills.

Opportunities to apply your learning outside the classroom are available for example, undertaking an internship can deepen your skillset, awareness of others, working knowledge, and employability.

Where have UC graduates been employed?

You can construct a degree that is either:

- Generalised eg, suited for a teaching career
- Specialised eg, beneficial for digital, media, advocacy, digital humanities, bicultural, community, political, social, campaigning and environmental fields of work.

Cultural Studies leads to careers in fields where a wide analytic grasp of contemporary culture is required, for example:

- Media industries – such as journalism, publishing, writing, website design, advertising, public relations
- Museology or curatorship
- Teaching and education
- Advocacy or social services
- Travel and tourism
- Policy and governance
- Arts, event or project management.

Because of the breadth and flexibility of a graduate's understanding of culture, they are also able to move among such fields easily.

* Careers NZ

* www.nzmusic.org.nz/resources/research/perceptive-survey

What jobs and activities do graduates do?

Graduates with this degree are employed in a range of jobs — see some examples below.

Note: Some of the jobs listed may require postgraduate study. See the 'Further study' section.

Policy analyst / advisor

- Identifies and investigates issues and opportunities eg, in society, law or governance
- Interprets and consults on existing policies
- Prepares reports and recommends changes

Community Work / Development

- researches the development needs of a group or community
- provides practical solutions and create achievable plans
- delivers programmes and community education

Advocate

- Advises and represents individuals, groups or a cause
- Examines and drafts contracts
- Provides relevant information to clients

Cultural or community support coordinator

- Administers support programmes for diverse groups eg, refugees
- Develops confidence in participants and identifies opportunities for them
- Builds connections with members and agencies

Museum / art gallery curator

- Chooses display items at museums or galleries
- Manages collections and exhibitions
- Conducts research and communicates details

Fundraising coordinator

- Helps develop new income streams
- Grows support via communication and relationship-building activities
- Administers the contacts database

Digital content specialist, online editor

- Develops a brand's multi-channel marketing
- Increases web traffic and social media engagement
- Oversees digital marketing and online search

Tourism marketing officer

- Researches consumer market and interests
- Manages customer networks and relationships
- Creates corporate brands and advertising media campaigns

Entrepreneur & self-employment

Entrepreneurship and innovation are an increasing part of the working landscape. Through generating a business idea, or getting involved in a start-up/business venture, you have the potential to create a work opportunity that aligns with your knowledge, skills, values and risk profile. To get started on how to establish, run and grow a new business, go to Te Pokapū Rakahinonga, Centre for Entrepreneurship at the University of Canterbury www.canterbury.ac.nz/uce

What professional organisations can I engage with?

Connecting with professional bodies and organisations can help you to establish professional networks and learn more about different career options in your area of interest.

Gaining valuable insight into a profession can assist in making informed career decisions. .

- Cultural Studies Association of Australasia <http://csaa.asn.au>
- Association for Cultural Studies www.cultstud.org
- New Zealand Centre for Human-Animal Studies www.canterbury.ac.nz/nzchas

Having a professional presence on social media networks such as www.linkedin.com and Facebook can help you to keep up to date with important industry developments and trends, networking opportunities, events and job vacancies. Following relevant professional bodies, organisations, companies and thought leaders is a great way to gain a deeper awareness of the industries that interest you. Social media presents an opportunity to build and enhance networks as well as to display your involvement in projects and any academic successes.

Why do further study and what are my options?

Postgraduate study can facilitate career benefits such as specialist skills, entry into a specific occupation, and advanced research capability. It is important to determine which, if any, further study will help you in your future career.

Cultural Studies graduates can progress from honours through to PhD level in the subject. These degrees provide advanced research, project and writing skills. Postgraduate study can also lead to an academic career in teaching and research.

UC offers a number of postgraduate conversion qualifications eg, in Teaching, Health Sciences, Journalism, Policy and Governance, Social Work, and Business. For listings and prerequisites visit www.canterbury.ac.nz/courses



Useful links

- Te Rōpū Rapuara UC Careers www.canterbury.ac.nz/careers
- Careers New Zealand www.careers.govt.nz
- Do Good Jobs www.dogoodjobs.co.nz
- Manatū Taonga | Ministry for Culture and Heritage www.mch.govt.nz

Chloe



Bachelor of Arts in Cultural Studies
and American Studies
Master of Social Work (Applied)
Community and Partnerships at Akimbo

What motivated you to study your degree?

When I first studied at Canterbury I completed a BA in Cultural Studies. I became fascinated with gender studies and as a young mum I began to take note of the inequality women experience in society.

What did you do after graduating with your BA?

I was a Parent Education Facilitator at Plunket. My role was to deliver parenting education information for first-time parents in a supportive environment. I aimed to connect parents and whānau with resources and activities available in their communities and promote positive parenting.

Why did you decide to come back to UC?

Working as a facilitator for Plunket I was constantly inspired by the mothers and parents I worked with. I became motivated to study more because I wanted a professional qualification that would enhance my career path and Social Work offered the kind of work I am interested in pursuing.

How did your studies inspire you to help others?

My main career goal is to work for an organisation that shares my passion for human rights and social justice. I wanted to get qualified so I can give back to my community and contribute towards positive change for the future.

As General Manager for Q-topia my studies have helped to develop my interests and skills in advocating for the recognition of gender and sexuality diversity, particularly in a health and social service context.

Read more online

Read more stories about our students' university experiences online. UC alumni make a difference in varied ways around the globe. To find out where graduates are now visit www.canterbury.ac.nz/getstarted/whyuc/student-profiles

The information in this brochure was correct at the time of print but is subject to change.

More information

UC students seeking study advice.

Te Kura Kete Aronui |
School of Humanities and Creative Arts

The Cultural Studies programme at UC is unique in Aotearoa New Zealand, and it offers the only pathway in Human-Animal Studies in Australasia.

The programme is supremely interdisciplinary, drawing on more than 15 different disciplines — encouraging students to appreciate and celebrate culture in its complexity.

Students can study a general degree or specialise in one of our pathways: gender and sexuality; human-animal studies; popular culture; and Aotearoa New Zealand Studies.

T: +64 3 369 3377

E: artsdegreeadvice@canterbury.ac.nz

www.canterbury.ac.nz/arts/cultural

Anyone seeking careers advice.

Te Rōpū Rapuara | UC Careers

UC offers intending and current students and recent graduates a wide range of services, including individual career guidance, seminars, career resources and student and graduate employment opportunities.

T: +64 3 369 0303

E: careers@canterbury.ac.nz

www.canterbury.ac.nz/careers

Prospective students seeking study advice.

Te Rōpū Takawaenga | Student Liaison

The liaison team provide advice to future students who are starting their degree for the first time.

They can assist with information on degrees, scholarships, accommodation, and other aspects of university life. We have offices in Christchurch, Auckland and Wellington.

Ōtautahi | Christchurch

T: 0800 VARSITY (0800 827 748)

E: liaison@canterbury.ac.nz

Tāmaki Makaurau | Auckland

T: 0800 UCAUCK

E: auckland@canterbury.ac.nz

Te Whanganui-a-Tara | Wellington

T: 0800 VARSITY (0800 827 748)

E: wellington@canterbury.ac.nz

www.canterbury.ac.nz/liaison

