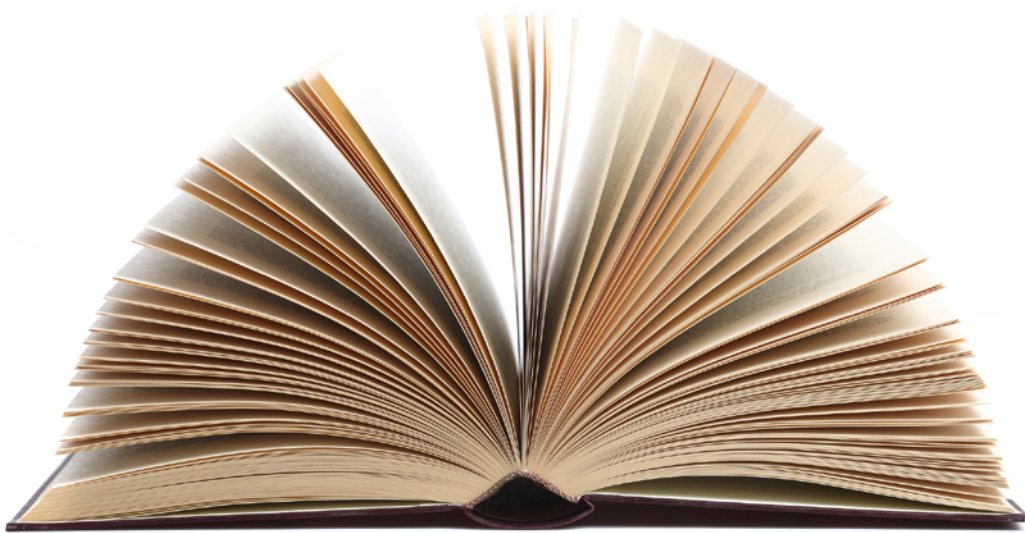


# What can I do with a degree in English?

# English.



## 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/engl](http://www.canterbury.ac.nz/subjects/engl)

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](http://www.canterbury.ac.nz/careers)

## What is English?

English studies help us to think about what it means to be human. Novels, plays, short stories, poetry, non-fiction and films help shape and reflect our individual identities and collective culture. Studying opens up worlds and times beyond our experience. It also helps us understand – and question – our own social, natural and technological environments. By testing ideas as part of our everyday work we foster open debates about power, knowledge and identity.

Students of English also develop skills in research, interpretation, analysis, and formulating an argument. You will learn to write clearly, precisely and creatively. This skillset is useful for a huge range of occupations, including journalism, law, communications, business, government and creative writing.



## AT A GLANCE

1,400

writers in Aotearoa New Zealand are members of The New Zealand Society of Authors

4,000

the Macmillan Brown Library at UC has over 4,000 linear metres of documentary archives, ranging from diaries to manuscripts

18%

of Aotearoa New Zealand's workforce is employed by the public sector\*

## What skills have UC graduates gained?

The skills learned in studying English are essential to success not only in education, but also in a wide range of work. These skills include:

- Analysing social and cultural phenomena
- Close reading and careful analysis of texts
- The ability to write clearly, concisely, creatively and persuasively
- Making and critiquing arguments
- Research and computing skills
- Interpretive and analytical thinking
- Problem solving skills
- Thinking critically and challenging ideas
- Oral and written communication.

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?

A degree in English can take you to surprising places. Our graduates are found in the public and private sector, in non-governmental and not-for-profit realms, and as self-employed freelancers. Alumni work in Aotearoa New Zealand and around the world.

Recent UC graduates have been employed in:

- Libraries
- Journalism — broadcast and print
- Writing
- YouTube content creation
- Film-making
- Museums
- Communications and public relations
- Event organisation
- Cultural development
- Art galleries
- Theatres
- Education
- Publishing
- Marketing and advertising
- English language tuition
- Community liaison
- Customer services
- Technology and digital services.

\* 2018 Public Service Workforce Data

## 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.*

### Author / writer

- Researches and writes stories, scripts, poems, instructions or plays to entertain/inform
- Works with a publisher or producer to promote and disseminate it

### Copywriter

- Meets with clients or colleagues to be briefed
- Researches the product and the market
- Develops advertising ideas
- Writes the words and adds graphic elements
- Coordinates the production and proofreads

### Digital marketing executive, digital content analyst / advisor

- Develops a digital communications strategy
- Increases web traffic and social media engagement
- Oversees online marketing campaigns and search engine optimisation

### Journalist / reporter

- Researches and gathers information
- Interviews relevant people
- Writes reports/stories across media platforms

### Librarian

- Categorises and catalogues library materials
- Selects materials for library use
- Helps customers find and use materials

### Secondary / primary school teacher

- Plans and delivers instructional lessons
- Evaluates performance and provides feedback
- Sets and marks assignments and tests

### Communications advisor

- Develops information, media and communication strategies
- Researches, writes, edits and produces content for various audiences and mediums

### 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

### Teacher of English for speakers of other languages

- Assesses a student's reading, writing, speaking and listening skills and needs
- Designs and prepares learning materials
- Presents lessons or tutorials

### Publisher / editor

- Plans and commissions content for publication
- Edits and organises online and print materials
- Liaises with other staff to oversee production

### Research assistant, market researcher

- Organises and conducts research surveys
- Tests theories and interprets the results
- Writes reports and makes recommendations

### 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](http://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.

- Association of NZ Advertisers [www.anza.co.nz](http://www.anza.co.nz)
- NZ Writers Guild [www.nzwg.org.nz](http://www.nzwg.org.nz)



- Commercial Communications Council [www.commscouncil.nz](http://www.commscouncil.nz)
- Te Puni Kaituhi o Aotearoa The New Zealand Society of Authors [www.authors.org.nz](http://www.authors.org.nz)
- Te Rau o Tākupu Publishers Association of New Zealand [www.publishers.org.nz](http://www.publishers.org.nz)

Having a professional presence on social media networks such as [www.linkedin.com](http://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, higher starting salary, faster progression rate, and advanced research capability. It is important to determine which, if any, further study will help you in your future career.

English graduates can progress their studies from honours through to master's and PhD level in the subject. Postgraduate study can also lead to an academic career in teaching and research.

Many Arts graduates do additional career training for example UC offers higher programmes such as Teaching, Journalism, International Relations and Diplomacy, Policy and Governance, Marketing, Business Management, Linguistics, or TESOL.

[www.canterbury.ac.nz/courses](http://www.canterbury.ac.nz/courses)

## Useful links

Te Rōpū Rapuara UC Careers [www.canterbury.ac.nz/careers](http://www.canterbury.ac.nz/careers)

Careers New Zealand [www.careers.govt.nz](http://www.careers.govt.nz)

Mātātuhī [www.matatuhifoundation.co.nz](http://www.matatuhifoundation.co.nz)

UC Arts Digital Lab <http://dh.canterbury.ac.nz>

The Big Idea [www.thebigidea.nz](http://www.thebigidea.nz)

## Emily



Bachelor of Arts in English and Media and Communication  
Graduate Diploma in Journalism\*  
Senior Consultant at Great Scott

### What motivated you to study your degree?

My passions have always been in the Arts. English, drama, public speaking and an interest in the news took centre stage for me at high school. For me, there seemed no point in studying something I wasn't going to wholeheartedly enjoy.

Over the course of my years at Canterbury, my enthusiasm for the media has only continued to grow. Studying English alongside Media and Communication seemed a logical choice for me in order to improve my writing skills and general analytical skills – all so relevant and beneficial to journalism.

### What skills did you gain from studying the Arts?

My studies in Media and Communication and English encouraged me to follow my passions. English gave me the skills to think outside the square, while honing my writing skills.

### And how did you get to apply them?

The advice and support I received from lecturers and tutors gave me the confidence to take advantage of every opportunity and put myself out there for work experience. I was then able to apply all the valuable skills and knowledge from my degree to the practical working environments of newsrooms and magazine publications.

### How was your exchange to Seattle?

It was the perfect opportunity to enjoy and complete my BA in an exciting and new environment. Learning ideas and issues from new national perspectives helped open up my own views of the world. I left with only incredible memories, lifelong friends and no regrets.

### What motivates you in your career?

As a reporter I'm privileged to be able to connect with people and places that would normally be beyond our reach. As a people person, journalism combines this part of me with my passion for writing. Being able to shed light on the issues affecting readers and viewers around the country every day is what drives me in my work.

## 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](http://www.canterbury.ac.nz/getstarted/whyuc/student-profiles)

*\*Now offered as the Postgraduate Diploma in Journalism  
The information in this brochure was correct at the time of print but is subject to change.*

## More information

### UC students seeking study advice.

Department of English

In addition to teaching the core areas of our discipline – the novel, theatre, twentieth century literature – our department offers courses in exciting new fields such as children's literature, human-animal studies, digital literary studies and popular fiction (including science fiction, horror and fantasy fiction). We also have a variety of courses that teach academic and creative writing, including fiction, poetry, screenwriting, non-fiction, and professional writing.

T: +64 3 364 2176

E: [english@canterbury.ac.nz](mailto:english@canterbury.ac.nz)

[www.canterbury.ac.nz/arts/english](http://www.canterbury.ac.nz/arts/english)

### 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](mailto:careers@canterbury.ac.nz)

[www.canterbury.ac.nz/careers](http://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](mailto:liaison@canterbury.ac.nz)

Tāmaki Makaurau | Auckland

T: 0800 UCAUCK

E: [auckland@canterbury.ac.nz](mailto:auckland@canterbury.ac.nz)

Te Whanganui-a-Tara | Wellington

T: 0800 VARSITY (0800 827 748)

E: [wellington@canterbury.ac.nz](mailto:wellington@canterbury.ac.nz)

[www.canterbury.ac.nz/liaison](http://www.canterbury.ac.nz/liaison)

