

What can I do with a degree in Media and Communication?

Media and Communication.



What is Media and Communication?

Communication shapes the world we live in – whether by media professionals, organisations, or individuals.

Studying Media and Communication involves learning how to analyse and produce communications and media. It explores how communication is produced on screen, in social media, and in organisational life, and how it is interpreted by people within their own social worlds.

Media and communication provides an important perspective on society, politics, and culture. Through media and communication tools, people can build communities, understand others, drive social change by holding the powerful to account, and much more.

Learn more

It is important to do some research when planning a future career. Speak with, ask questions of, and follow relevant professional bodies, organisations, companies, thought leaders and industry professionals to learn more about:

- Career opportunities, work environments and salary information
- Education and training requirements.

Examples of professional bodies

- Te Pūtahi Whakakakau Tūmatanui o Aotearoa Public Relations Institute of New Zealand
www.prinz.org.nz
- International Association of Business Communicators
<https://www.iabc.com>
- Screen Production and Development Association of New Zealand
www.spada.co.nz

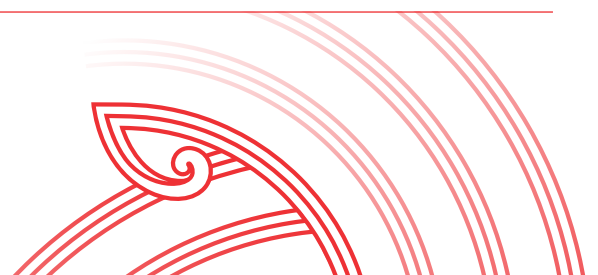
Career and study information

Some study pathways and degrees have a recommended school background, and some careers may require further study beyond a first degree or additional experience.

Gather helpful information from:

- Subject-specific content at
www.canterbury.ac.nz/study/academic-study/subjects/media-and-communication
- Job profiles on career websites like
www.careers.govt.nz
- Job adverts/vacancy descriptions
- Industry professional bodies.

This resource is part of a set of brochures focused on subject majors; many can also be studied as minors.





What skills can graduates gain?

Media and Communication graduates develop a valuable set of skills necessary for success in the communication industry. Skills and competencies can include:

- A broad understanding of contemporary media and communications industries and practice
- Analysing different forms of communication and their impact
- Adapting to the ever-evolving digital landscape, e.g. changes to algorithms
- Clear and creative oral and written communication
- The ability to synthesise and present information to a variety of audiences
- Proofreading and attention to detail
- Bicultural competence and cultural awareness; and the ability to identify the needs of different groups
- Problem solving, planning and managing complex tasks
- Working independently and in a team.

Applied learning

Applied learning opportunities are available through:

- Internships with potential employers

- Project-based work with external partners builds your skills in real-world settings
- Study exchange possibilities.

These opportunities can deepen graduates' skillset, working knowledge, and employability.

What do employers look for?

Many employers look for generic skills such as communication, client/customer-focus, bicultural competence, cultural awareness, teamwork and initiative.

With technology, globalisation, and other drivers changing society, skills such as resilience, problem solving, and adaptability are important.

Skills that are likely to grow in importance include analytical and creative thinking, systems thinking, technological literacy, AI and big data.*

*World Economic Forum: www.weforum.org/agenda/2023/05/future-of-jobs-2023-skills

How can these skills be developed?

- Some skills are gained through studying
- Extra-curricular activities can help, such as getting involved in clubs, mentoring, cultural groups, part-time work or volunteering
- Be open to professional and personal development opportunities, whether it is undertaking work experience, overseas exchange, skills seminar, or joining an industry group.

Where might graduates look for employment?

Media and Communication graduates have been employed in various organisations, for example:

- The media industry
- Business
- The government sector
- Iwi organisations
- Non-government organisations.

Graduates have also been employed in a range of other industries including:

- Information and technology
- Education and training
- Health
- Public administration and safety
- Administration and support services
- Arts and recreation
- Finance and insurance
- Retail, transport and warehousing
- Professional, science and technology services.

What jobs and activities might graduates do?

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

Note: This list is not exhaustive, and some jobs may require further study, training or experience. It is recommended to start with the section 'How can I gain a sense of career direction?'

Content creator / coordinator

- Creates and copywrites content for multiple platforms; generates ideas, solutions, and stories
- Plans, shoots, and edits photos and video content
- Stays up to date with social media trends, and search engine optimisation

Social media coordinator / specialist

- Manages social media accounts
- Creates content and runs social campaigns
- Stays up to date with social media trends, and search engine optimisation

Marketing and communications coordinator / advisor

- Develops a brand's communications strategy and online presence
- Plans and manages online marketing campaigns to achieve organisational objectives
- Assists with internal and external communications

Public relations officer, media assistant

- Manages the reputation of clients
- Liaises with and provides information to the media
- Organises and manages events

Broadcasting presenter

- Hosts radio, television or web programmes
- Speaks clearly and warmly, scripted or not
- Writes and edits material

Broadcasting researcher / producer, production assistant

- Prepares pitches and concepts for visual and audio media
- Organises interviews and liaises with funders
- Gathers and researches material

Policy analyst / advisor

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

Web and app designer

- Develops design concepts for client projects
- Produces and adapts content for web and apps
- Manages design and technical teams

Examples of other job titles and careers include:

- Communications and events coordinator
- Promotions / outreach coordinator
- Editor
- Journalist / reporter
- Media administrator
- Community engagement coordinator
- Brand executive
- Commercial management trainee
- Foreign policy officer
- Government advisor
- Immigration officer
- Librarian
- Emergency communicator
- Sales coordinator
- Teacher.

Further study options

Graduates can progress to an honours or master's in Media and Communication or the Diploma in Journalism. These degrees provide advanced research, project and writing skills. UC also offers a range of one-year qualifications e.g. in teaching, policy and governance, international relations, business, strategic communications and Māori leadership.

Further study may 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 options align with future career aspirations.

For further UC study options visit:

www.canterbury.ac.nz/study/academic-study

How can I gain a sense of career direction?

Understanding yourself and others is important to gain a sense of direction. This grows with experience; therefore, trying new things and reflecting on an ongoing basis is important.

Career planning checklist

❑ Discover and reflect on:

- Your values, interests, strengths, abilities, and aspirations
- Your connection to whānau, people, and places
- Lifestyle preferences and location
- The skills you want to gain, use, or enhance

❑ Engage in a variety of experiences to learn about:

- How you want to contribute to society, the environment, and global challenges
- The tasks, responsibilities and work environments you prefer
- Your work values, priorities and interests

❑ Learn more and gather career and study information

(refer to page one of this resource)

- Speak with people working in careers that interest you; check the realities of a job/career
- Gather information from various sources

❑ Identify your next steps

- Talking to a career consultant can help you to identify your next steps. Visit: www.canterbury.ac.nz/life/jobs-and-careers



What have other students and graduates done?

Explore career stories of students' university experiences and UC alumni who make a difference globally in varied ways.

Visit: www.canterbury.ac.nz/about-uc/why-uc/our-students/student-stories



Tahlia

Freelance Writer

Master of International Relations and Diplomacy
Bachelor of Arts in Media and Communication and English

Why Media and Communication?

I chose communications because as everything moves online, it's important that businesses and clients can still feel connected to each other. You have to ensure that what you're putting online is sending the right messages to the right people, and it's so easy to get that wrong. I love that there are now more PR and social media-based papers within the department. People are starting to realise there is more to a media degree than just journalism.

How have you increased your employability while studying?

I did the ARTS 295 internship with Neat Places where I met people who are doing great things for Christchurch and wrote articles about the city's best spots. I'm still working there, and it's an opportunity I wouldn't have had otherwise. I also took part in the Global Awareness Summer Programme and got to study at Peking University in Beijing. My entire perception of China was changed on this trip — I came back with a different mindset towards other cultures but I also learned how similar people really are.

Any advice for potential students?

I would go above and beyond to recommend the Arts internship programme to any student. A degree is a great foot in the door but it's the opportunities that come from studying that made me realise how valuable tertiary education is. The connections you make, and the opportunities you're given are priceless, and to be able to have work experience before graduating is what makes graduates stand out.

How are you finding freelancing?

I love studying and I love my job. Some days I'm researching disruptive science, while other days I'm writing about the best pizza in Christchurch — the projects are varied, and that's what keeps me motivated.

What are your career goals?

Eventually I want to move into the communications sector of a not-for-profit organisation — or start my own PR company and take on not-for-profit clients.

Career guidance

Career services are available for future and current students, and recent graduates. To learn more, contact:

Te Rōpū Rapuara | Careers

T: +64 3 369 0303

E: careers@canterbury.ac.nz

www.canterbury.ac.nz/life/jobs-and-careers

Helpful career insights

- Speaking with employers is key to finding opportunities; not all jobs are advertised
- Developing an online presence is useful as employers can search for future employees online
- Learning about recruitment patterns and where to find opportunities is important.

Study advice

Student Advisors at UC help with questions focused on starting, planning and changing studies. To connect with Student Advisors, visit:

www.canterbury.ac.nz/study/study-support-info/study-support

Future students – contact:

The Future Students team

T: 0800 VARSITY (0800 827 748)

E: futurestudents@canterbury.ac.nz

First year students – contact:

Kaitoko | First Year Student Advisors

T: +64 3 369 0409

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