



PennState
Donald P. Bellisario
College of Communications

MEDIA STUDIES

Students study how media impacts society in this theory based, research-driven major. Students explore the relationship between media, society and culture, analyzing the effects of media and how changes in media technologies impact those effects.

Coursework covers a range of topics that help cultivate comprehensive media literacy, including film and television studies, media psychology, public opinion, human-computer interaction, global social media, virtual reality, game studies and the impact of all on democracy. Students can customize their studies by specializing in film and television studies, media effects or society and culture.

The major provides a broad education in the forms and content of mediated communications. Graduates go on to work in a range of media related fields in the private and public sectors, or continue their education in graduate school.

Intern & Work Opportunities

Forbes

MIRAMAX
A BEIN MEDIA GROUP COMPANY



CENTRAL
INTELLIGENCE
AGENCY

NBCUniversal



WARNER BROS.



Personal Qualifications

- ✓ Ability to think critically and logically
- ✓ Analytical ability and an interest in research
- ✓ Attention to detail
- ✓ Appreciation and understanding of pop culture
- ✓ Curious and inquisitive
- ✓ Excellent verbal and written communication skills
- ✓ Observant
- ✓ Passion for media

Course Topics

- Cultural Aspects of the Mass Media
- Mass Communication Research
- Mass Media and the Public
- Mass Media and Society
- Media Effects
- Political Economy of Communications
- World Media Systems

Career Possibilities

- Colleges, Universities
- Consulting Firms
- Government Agencies
- Law Firms
- Movie Studios
- Nonprofit Organizations
- Radio, TV Stations

Job Titles

- Associate Producer
- Artistic Manager
- Media Planner
- Producer
- Professor
- Production Assistant
- Researcher
- Technical Director