

# Media Studies Careers

Due to the broad scope of media, the choice of career paths is vast and diverse. Some may not even be possible to predict as new careers emerge all the time as new ways of using the Internet are created.



The best way to explore options is to consider them in different categories:

## **Practical and creative routes:**

If you are interested in a more practical or creative role in media production. Further training can be developed through a range of courses at all levels, or through apprenticeships. Careers can include:

**Graphic design** – this can range from website creation to content management, desktop publishing in the world of print to marketing and branding in the world of advertising. Gaming is another huge UK industry worth many billions of pounds and requiring large creative teams at every level of design and production.

**Film and TV** – the world of TV and film is enormous and includes a wide range of roles. These include camerawork, editing, directing, producing, sound editing, music production – just look at the list of roles at the end of a film to get an idea of options. The list is endless so if you have an interest in this world, go to research some of the opportunities being offered by film companies at the moment.

**Writing and publishing** – this can include different forms of creative writing in the media from journalism to script writing in blockbusters to writing adverts for local shops. This could also lead to careers in broadcast journalism or blogging, magazine editing or website content manager, social media brand manager or copy writer for advertisements.

## **Different industry sectors:**

**Marketing and branding** – this is a huge field that includes aspects such as social media manager, brand manager, advertising accounts executive, events management or events organisation.

**Film and TV** – another sector with many thousands of roles beyond the creative. These can be from ‘runners’ who do a range of jobs to help organise and ensure everyone on set has what they need, right to producers who oversee all aspects of the production. Other roles involve sourcing locations, creating sets, organising wardrobes. This is another one to explore if you are interested.



**Internet related careers:** This is such an enormous and growing area. UX experiences (audience experiences) is a new and dynamic field offering interesting apprenticeships and courses across a number of industry sectors. Opportunities continue to grow as more and more companies rely upon the Internet to reach out to audiences and customers.

**Research:** All of the above sectors require researchers. Media is a subject that supports you in developing excellent research skills. Careers can then include market research, audience research, branding and the list goes on.

If you would like any further ideas, the following link offers ways to explore more deeply:

<https://www.prospects.ac.uk/careers-advice/what-can-i-do-with-my-degree/media-studies>