

What is Studies in Cinema and Media Culture?

Studies in Cinema and Media Culture (SCMC) approaches the study of the cinema by emphasizing its location within an intricate social, historical, and cultural matrix of audio-visual forms and practices. SCMC provides an interdisciplinary framework within which students can explore the sounds and images of cinema as they have changed throughout the 19th and 21st Century. Print, photography, radio, television, video and digital media will also be considered crucial to understanding the unique hybridity and expanse of the cinematic medium.

Students will:

1. Develop the ability to “read” the production and circulation of meaning in cinema especially as it arises and circulates within the institutions and practices of mass culture
2. Examine the history of cinema cultures
3. Engage the cross-cultural and global dynamics of cinema production and reception
4. Explore the theoretical models that have shaped thinking about the cinema and its relations to other media

Note: Although the major includes a production component, its principal focus is on cultural contexts, history, and theory.

The Studies in Cinema and Media Culture major is housed in the department of Cultural Studies and Comparative Literature.

What are the major requirements?

Go to www.catalogs.umn.edu/programs.html and select “Undergraduate majors.”

How do I declare a Studies in Cinema and Media Culture major?

You will be required to declare a major by the time you have completed 60 credits.

1. Talk with someone from the department: an adviser, a professor, or a teaching assistant, to learn more about the major and its requirements.
2. When you decide upon a Studies in Cinema and Media Culture major, meet with the Director of Undergraduate Studies to complete a Major Program form and be sure to retain the student copy for your records.
3. Bring a copy of the form to your CLA student community.
4. If you decide to change your major, contact your CLA student community to learn about your new major’s declaration process.

For more information:

About the Studies in Cinema and Media Culture major:

Undergraduate Advising Office
235 Nicholson
(612) 624-8099
<http://csl.cla.umn.edu/ugrad/scmc/requirements.htm>

About CLA requirements, graduation, and other information about majors:

CLA Society and Culture
Student Community
122 Johnston Hall
(612) 624-2549
<http://sandc.class.umn.edu/>

or

CLA Martin Luther King, Jr.
Program
19 Johnston Hall
(612) 625-2300
<http://www.class.umn.edu/mlk/mlk@class.cla.umn.edu>

About careers, internships, and community learning opportunities in this major and others:

Career and Community
Learning Center
135 Johnston Hall
(612) 624-7577
www.cclc.umn.edu/
cclc@class.cla.umn.edu

About graduation with honors:

CLA Honors Division
20 Nicholson
(612) 624-5522
www.honors.class.umn.edu/
honors@class.cla.umn.edu

What can I do with a major in Studies in Cinema and Media Culture?

Skills

Cinema and Media Culture Majors develop skills that are applicable to a wide variety of careers.

- Verbal and written communication skills
- Ability to formulate clear and persuasive messages in various forms of media
- Listening, clarifying, questioning and responding skills
- Ability to understand and work well with diverse groups

Employment

Common areas of employment for this major include but are not limited to:

- Arts and Entertainment – writing, filming, producing, directing, critiquing
- Media – writing, editing, broadcasting, researching, management
- Public Relations and Advertising – corporate public relations, creative advertising, lobbying
- Education – teaching, researching, student affairs, educational media programming
- Government – public information, campaigns, research
- Business – Web development, marketing, sales, international business, consulting
- Nonprofit – fundraising, programming, management

Today's workplace requires individuals with interpersonal skills, the ability to communicate effectively, an ability to solve problems, and adaptability. CLA graduates find that they are well-prepared in all these areas and that their education—especially when combined with experience gained through internships, volunteer positions, past jobs, and other collegiate involvement—makes them competitive.

The **Career & Community Learning Center** provides students with the tools to identify and pursue potential careers. An extensive resource room, career courses and workshops, and a helpful staff are just some of the ways we can help.

Remember!

You have not declared a major until you have:

- completed a Major Program form with your major adviser,
- filed a copy with the major department,
- and filed a copy with your CLA student community.

Don't forget: keep a copy for yourself!