

What is Cultural Studies

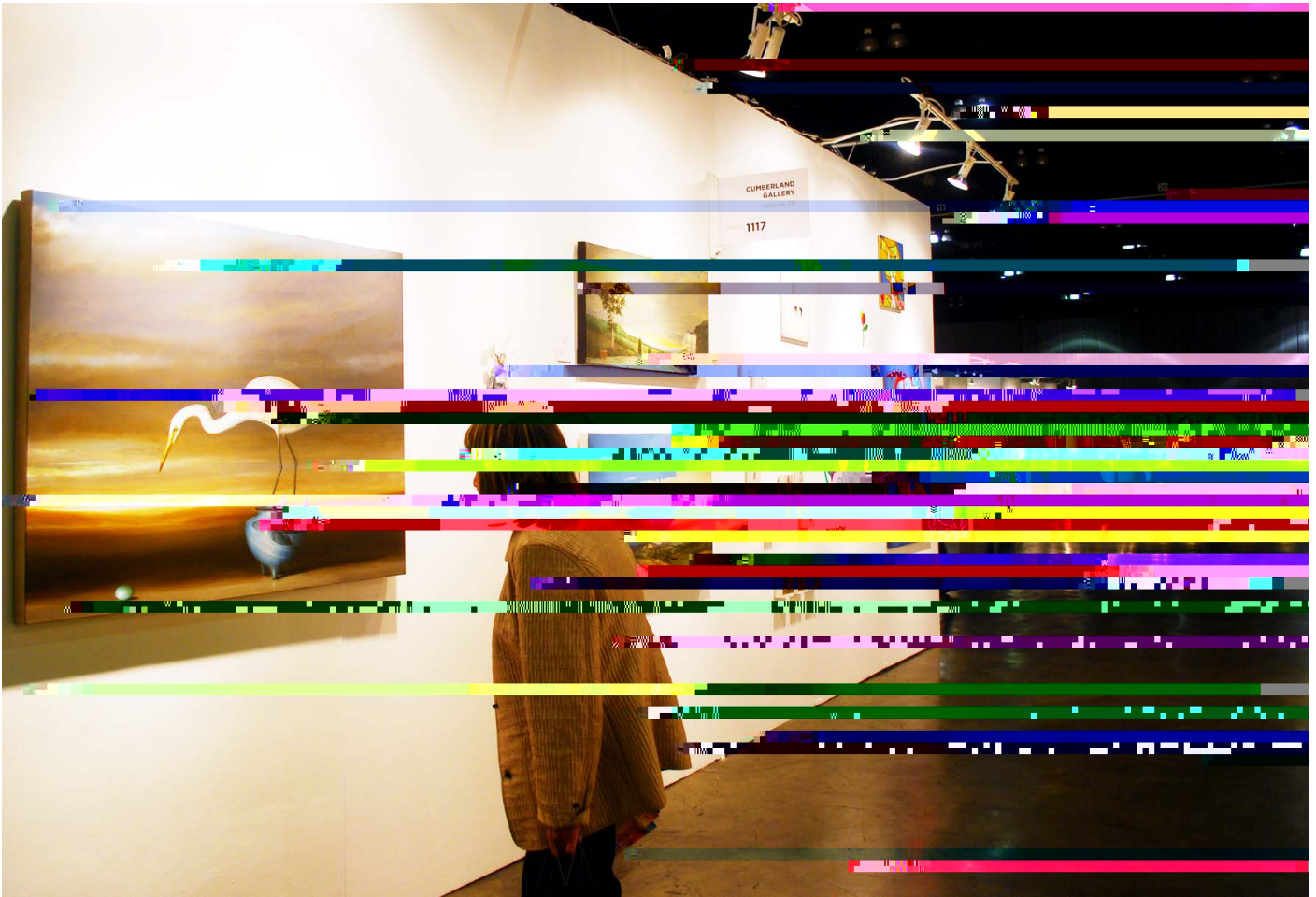
In Cultural Studies, 'culture' is understood very broadly, but with a strong emphasis on everyday life.

Cultural Studies analyses many cultural forms: film and television, comics and graphic novels, advertising, art, new media, music, fashion, sport, leisure, and waiata to name just a few. These areas are shown to be extremely powerful

www.canterbury.ac.nz/study/academic-study/subjects/cultural-studies

- 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?

Through studying a degree in Cultural Studies, graduates develop a valuable set of skills and competencies transferable to a range of careers. These can include:

- Understanding how culture influences contemporary society
- Knowledge of contemporary cultural trends and theories
- Thinking critically and creatively, and challenging ideas
- Interpretive and analytical thinking
- Problem solving skills
-

What jobs and activities might graduates do?

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

Tourism marketing officer

- Research consumer market and interests
- Manage customer networks and relationships
- Develop corporate brands and advertising media campaigns

Examples of other job titles and careers include:

- Accessible captioning coordinator
- Publisher/editor
-

Policy analyst / advisor

- Identify and investigate issues and opportunities e.g. in society, law or governance
- Interpret and consult on existing policies
- Prepare reports and recommend changes

Community development worker

- Research the development needs of a group or community
- Provide practical solutions and create achievable plans
- Deliver programmes and community education

Advocate

- Build connections between individuals, communities and government
- Bring attention to issues, and influence decision-makers
- Communicate relevant information through public speaking, writing, or social media

Cultural or community support coordinator

- Administer support programmes for diverse groups e.g. refugees, youth, rainbow groups
- Help participants develop confidence and identify opportunities
- Build connections between people and agencies

Museum / art gallery curator

- Choose display items at museums or galleries
- Manage collections, exhibitions, and relationships with communities
- Conduct research and communicate details

Fundraising coordinator

- Help develop new income streams
- Grow support via communication and relationship-building activities
- Administer the contacts database

Digital content specialist, online editor

- Develop a brand's multi-channel marketing
- Increase web traffic and social media engagement
- Oversee digital marketing and online search

