

What can I do with a degree in Cinema Studies?

Cinema Studies.



What is Cinema Studies? Learn more

The cultural impact and influence of cinema is enormous. Film is a unique medium, in that there are so many ways to tell stories. Film pervades many aspects of our daily lives and a critical awareness of its tools and techniques is essential for understanding contemporary culture and society.

From its inception, cinema has been a truly global phenomenon. It was the most popular art form of the twentieth century and continues to play an important role in the development of digital media.

Cinema Studies introduces the tools and techniques used in film creation, and supports students to analyse the structure, cinematic style, and storytelling of films from diverse genres through the lens of theory, history, and culture. Students are encouraged to view films critically and to reflect upon their own role as spectators and consumers of cinematic images.

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

- Screen Production and Development Association of New Zealand
www.spada.co.nz
- Puni Taatuhi o Aotearoa New Zealand Writers Guild www.nzwg.org.nz
- Screen Industry Guild Aotearoa New Zealand
www.screenguild.co.nz
- Ngā kaiwherawhera kiriata Directors and Editors Guild of New Zealand
www.degnz.co.nz
- Canterbury Film Society
www.canterburyfilmsociety.org.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/cinema-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 Cinema Studies, graduates develop a valuable set of skills and competencies transferable to a range of careers. These can include:

- Audio-visual understanding
- Understanding of social and cultural influences
- Creativity and innovation
- Interpretive and analytical thinking
- Thinking critically and challenging ideas
- Problem solving
- Oral and written communication
- Research and computing skills
- Time management, planning, and organisation.

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 have graduates been employed?

A Cinema Studies graduate is ideally suited for work in the creative and cultural sector, especially in the areas of film and multimedia.

The film industry

The film industry encompasses:

- Production
- Screenwriting
- Exhibition
- Promotion

- Preservation
- Programming
- Education.

Industries that value cinema knowledge and skills

A critical knowledge of film culture is helpful for a range of sectors including:

- Arts management
- Event management
- Museums and art galleries
- Archives and libraries
- Cultural planning and policymaking.

The visual and critical literacy skills acquired by a Cinema Studies graduate are valued in:

- Film, radio and television broadcasting
- Interactive media (web design and video)
- Advertising
- Journalism
- Teaching — Film is a part of high school education and specialised teachers are required.

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?'

Film publicist

- Build audience and media awareness of films
- Coordinate interviews with actors, promotional events and film screenings
- Distribute film information through print, digital, broadcast and social media

Film curator

- Choose film and media for display at museums, galleries or festivals
- Manage media collections
- Collate and present information for audiences

Screenwriter

- Develop realistic characters
- Create storylines that appeal to a set audience
- Market the storyline or script to producers

Arts administrator / manager

- Manage budgets, logistics, and schedules for events, venues, and performers
- Contribute to marketing materials and media
- Develop new projects and initiatives

Secondary school teacher, primary school teacher

- Prepare and deliver learning experiences in specialised subjects
- Understand the learning needs of rangatahi, observe progress to personalise support
- Promote the wellbeing of rangatahi

Events coordinator

- Develop concepts for events or exhibitions
- Create and maintain an event budget
- Promote and implement an event

Content specialist, digital editor, reviewer, blogger

- Review visual and audio media e.g. films
- Analyse, critique, and write articles and blogs on cinematic experiences
- Increase web traffic and digital engagement amongst those who share similar interests
- Edit social media websites

Researcher, production assistant

- Prepare pitches and concepts for visual and audio media e.g. tv, documentaries, videos
- Organise interviews and liaise with funders
- Gather and research material

Editorial assistant

- Proofread material and coordinate changes
- Add elements in production e.g. graphics
- Answer publication queries

Examples of other job titles and careers include:

- Social media manager
- Marketing and communications coordinator
- Runner, broadcasting/film/video
- Talent agent
- Community arts worker.

Further study options

Cinema Studies graduates can progress to a postgraduate certificate or diploma in the subject. You can also complete Cinema Studies research at honours, master's or PhD level.

UC offers a number of conversion qualifications for graduates e.g. in Teaching and Learning, Journalism, Policy and Governance, Social Work, Business and more.

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

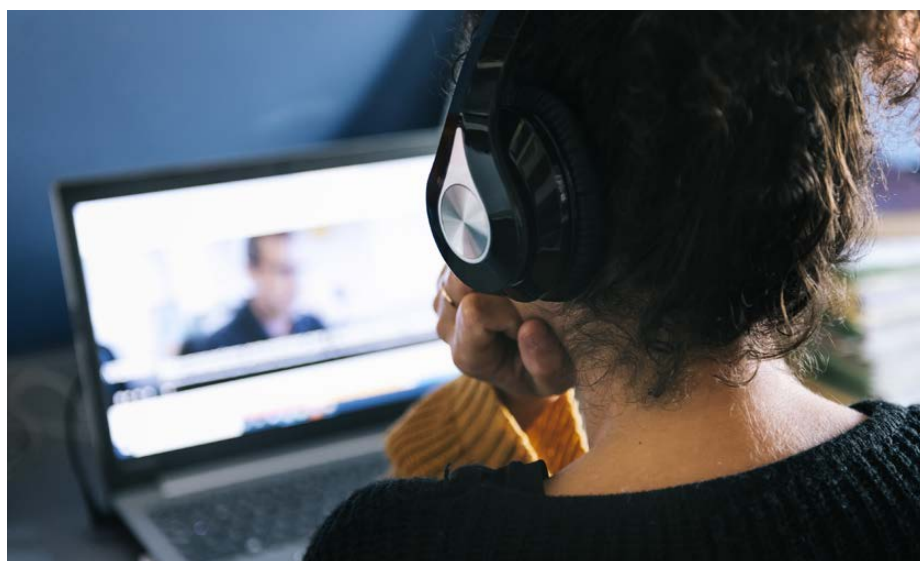
Learn more and gather career and study information

(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



Haiyan

Lecturer / Tutor / Scholarships Coordinator,
University of Canterbury

Doctor of Philosophy in Cultural Studies
(Cinema Studies)

Bachelor of Arts, major in Cinema Studies

What initially sparked your interest in Cinema Studies?

An accidental conversation with a film director years ago made me realise that studying film was not just about learning art but a process of understanding the 'big picture' and being able to see things from a panoramic perspective. Life comprises many details, and Cinema Studies gives me the ability to see subtle differences.

What did you most enjoy about your time at UC?

Exploring how the gap between the virtual and reality worlds are filled by the imagination and creativity of the filmmakers, and the infinite possibilities that can be created.

The shared office was also good, where we can communicate with other postgraduate students anytime.

How did your studies prepare you for your current job?

The PhD journey has trained my cross-cultural mind and opened my perspective, so that I can inspire students with multiple views.

What does your job involve?

Following the completion of my PhD in cinema studies, I have been working as a Lecturer within the Department of Global, Cultural and Language Studies within the Faculty of Arts at UC. In this role I teach UC students about Chinese film and language.

At Te Kura Tāura | UC Graduate School, I have supported Chinese scholarship students in finding a supervisor for their PhD projects, and I additionally teach film subjects online to Chinese students.

What career advice would you like to share with students?

Develop your abilities in different aspects.

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

E: firstyearadvice@canterbury.ac.nz

Continuing students – contact:

Toi Tangata | Arts

T: +64 3 369 3377

E: artsdegreeadvice@canterbury.ac.nz

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

