

Video Transcript

Media & Communication Studies at #UofGH (2:57mins)

Media & Communication Studies at #UofGH 2021

Time In	Time Out	Audio	Visual
00:00:00:00	00:00:03:00		Opening title, A picture of three student smiling walking on a path a graphic of two triangles in the top and bottom left of the screen reads University of GuelphHumber, Toronto Ontario.
00:00:02:10	00:00:04:02	There has never been a better time	
00:00:03:00	00:00:018:02		The screen transitions to a montage of videos, camera equipment, social media statistics, students on their phones and computers.
00:00:04:03	00:00:05:03	to be connected.	
00:00:05:04	00:00:06:23	Social media introduced us to	
00:00:06:24	00:00:09:06	TikTok challenges, influencers	
00:00:09:08	00:00:10:04	and memes.	
00:00:10:05	00:00:11:06	We can chat with loved ones	
00:00:11:09	00:00:13:10	instantly and catch up on the latest	
00:00:13:11	00:00:15:07	daily news, all from the palm of	
00:00:15:08	00:00:16:18	our hands. There are so many	
00:00:16:19	00:00:18:11	messages out there in daily life	
00:00:18:02	00:00:25:016		A woman is talking straight into the camera with the Guelph-Humber main staircase in the background.
00:00:18:12	00:00:20:03	that shape the way we think,	
00:00:20:09	00:00:21:24	perceive the world and understand	
00:00:22:12	00:00:23:19	what's important to us.	

00:00:24:01	00:00:25:01	Sound intriguing?	
00:00:25:08	00:00:26:21	Then the Media and Communication	
00:00:25:16	00:00:37:28		An info graphic lists the benefits of the Guelph-Humber Media & Communication Studies program.

00:00:26:22	00:00:28:17	Studies program might be	
00:00:28:18	00:00:29:17	your way forward.	
00:00:30:06	00:00:31:18	To keep on top of this rapidly	
00:00:32:01	00:00:33:02	changing industry,	
00:00:33:09	00:00:35:08	take courses that look at emerging	
00:00:35:09	00:00:37:16	trends and let you try all fields	
00:00:37:23	00:00:39:11	ranging from photography,	
00:00:37:28	00:01:11:05		The screen transitions to a montage of videos and pictures showcasing the type of equipment available in the Media & Communication Studies program. Students working with lighting equipment, editing on the school computers and learning to use editing programs.
00:00:39:19	00:00:41:14	media, writing, social media	
00:00:41:17	00:00:43:05	and even digital design.	
00:00:43:11	00:00:45:10	You'll then focus on a specialized	
00:00:45:11	00:00:47:07	area in media that lets you	
00:00:47:08	00:00:48:23	continue your practice in our	
00:00:48:24	00:00:49:23	exciting labs.	
00:00:50:07	00:00:51:23	Anchor your own new series in our	
00:00:51:24	00:00:53:10	multimedia production lab.	
00:00:53:20	00:00:55:18	Designed websites using our Mac	
00:00:55:19	00:00:56:13	labs.	
00:00:56:14	00:00:58:10	Write stories in our newsrooms.	
00:00:58:11	00:01:00:05	Take photos and work with lighting	
00:01:00:08	00:01:02:03	in our photography studio and	

00:01:02:04	00:01:04:01	explore the exciting world of	
00:01:04:04	00:01:06:01	augmented reality in our brand	
00:01:06:02	00:01:07:19	new virtual reality studio.	
00:01:08:07	00:01:09:23	Take your skills out into the	
00:01:09:24	00:01:11:03	industry in your 200-hour	
00:01:11:05	00:01:29:08		The speaker continues to talk to the camera.
00:01:11:15	00:01:13:07	internship. We're located in the	
00:01:13:08	00:01:15:00	media capital of Canada,	
00:01:15:06	00:01:16:25	so you can find yourself working for	

00:01:17:07	00:01:18:20	Rogers Media, Maple Leaf Sports	
00:01:19:08	00:01:21:06	and Entertainment and Universal	
00:01:21:07	00:01:22:23	Music Canada, to name a few.	
00:01:23:03	00:01:24:18	The more experienced, the better,	
00:01:24:23	00:01:26:12	which is why you get to take part	
00:01:26:19	00:01:28:02	in the final year project	
00:01:29:07	00:01:30:16	that brings together all	
00:01:29:08	00:01:44:00		A montage of some cameras, laptops and editing software used in the final year project.
00:01:30:17	00:01:32:00	specializations to put their	
00:01:32:06	00:01:33:11	creativity to work.	
00:01:33:20	00:01:35:09	The project has received much	
00:01:35:10	00:01:37:05	success, including our award	
00:01:37:06	00:01:39:02	winning magazine, which has won over	
00:01:39:03	00:01:40:20	400 awards to date.	
00:01:41:14	00:01:42:17	All of the skills learned	
00:01:42:18	00:01:44:09	theoretically and hands-on	

00:01:44:00	00:01:52:29		The screen returns to the speaker.
00:01:44:14	00:01:46:05	will take you down many exciting	
00:01:46:06	00:01:47:06	paths in media.	
00:01:47:16	00:01:49:04	Many graduates enter the working	
00:01:49:05	00:01:50:23	world working as Social Media	
00:01:50:24	00:01:52:23	Strategists, Event Planners,	
00:01:52:24	00:01:55:01	Digital Content Producers and even	
00:01:52:29	00:02:09:15		Info graphic of possible careers and further education.
00:01:55:02	00:01:56:11	Television Broadcasters.	
00:01:56:13	00:01:58:04	If postgraduate studies are on your	
00:01:58:05	00:01:59:13	radar, many of our graduates	
00:01:59:25	00:02:01:15	have gone on to complete postgrad	
00:02:01:19	00:02:04:01	certificates and master's programs	

00:02:04:03	00:02:06:09	in communications, journalism	
00:02:06:12	00:02:07:12	and many more.	
00:02:07:22	00:02:09:12,	The Media Studies program is great	
00:02:09:13	00:02:10:22	because you get to study all	
00:02:09:15	00:02:20:03		A photographer takes pictures of students at their lockers.
00:02:11:10	00:02:12:17	different aspects of media.	
00:02:12:19	00:02:14:01	So you learn about writing for	
00:02:14:02	00:02:14:22	public relations.	
00:02:14:23	00:02:16:09	You're also taking photography	
00:02:16:10	00:02:17:04	classes.	
00:02:17:05	00:02:18:05	You're going to look a little bit	
00:02:18:06	00:02:19:01	into journalism.	

00:02:19:02	00:02:20:09	And then when you get into your	
00:02:20:03	00:02:50:02		Video montage of a Guelph-Humber student giving presentation and speaking straight to camera sitting in an armchair. Intercut with videos from the Media & Communication Studies classes.
00:02:20:10	00:02:21:05	three year, you actually get to	
00:02:21:06	00:02:22:20	specialize in the field that you	
00:02:23:03	00:02:24:16	love. And so you really get a good	
00:02:24:17	00:02:26:08	idea of exactly what's going on in	
00:02:26:09	00:02:27:09	our industry.	
00:02:27:12	00:02:29:00	Everyone in this program is super	
00:02:29:01	00:02:30:19	dedicated to their specialization	
00:02:30:20	00:02:32:04	and the professors are still	
00:02:32:16	00:02:33:17	working in the field.	
00:02:33:24	00:02:35:03	They know what they're talking	
00:02:35:04	00:02:35:18	about.	
00:02:35:19	00:02:37:10	I can go talk to them any time and	
00:02:37:16	00:02:39:23	ask their opinion on my projects	
00:02:39:24	00:02:41:00	what I should be doing about my	
00:02:41:01	00:02:42:01	internship.	
00:02:42:02	00:02:43:18	And they can completely understand	
00:02:44:02	00:02:44:12	and relate.	
00:02:50:02	00:02:57:14		Outro Graphic: University of Guelph-Humber, Toronto Ontario.

Please let us know if you would like additional information.

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