Which Media Studies Specialization Do You Belong In?

Based on Your Astrological Sign

Are you wondering which Media and Communications Studies specialization would most suit your own talents?

There’s still plenty of time to make that decision, but why not let a little astrology help you out? Follow along with this article using your sun sign, or your rising sign if you’d prefer!

- Star sign characteristics and astrological info from CoStarAstrology.com

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Digital Marketing & Social Media

Learn the fundamental principles of marketing combined with social media, and how these are used to influence behaviour and attitudes.

Media Management & Analytics

Learn how media departments and organizations operate, and the principles of strategic communication and the use of data analytics in crafting promotion, advertising and content.

Multimedia Journalism

Learn the skills demanded by traditional and emerging news and information platforms—print, broadcast, online and multimedia—with a strong focus on writing, editing and packaging content.

Visual Communications

Learn the fundamentals of photography, videography, design and production as they are deployed throughout the media industry to communicate key messages and concepts.

Public Relations

Learn the skills and techniques central to public persuasion and corporate representation, including media relations, public affairs, social media and event management.
Thanks to your highly opinionated nature and straightforwardness, you make an excellent leader. You’re likely to thrive in careers that are more traditional or business-oriented. That makes you a great fit for the Media Management & Analytics stream. As a fire sign ruled by Mars, the planet of action, those born under Aries are known to use their passions to dive headfirst into challenges. You’ll succeed in courses like Event Management, where your ambition and drive will be used to their optimal advantage while you form a strong sense of community among your peers.

Aries | March 21 - April 19

You’re looking for a good outlet to share and express your vulnerability, and here it lies. The Viral Communications stream. Ruled by the Sun and born a natural leader, Leos are best suited in careers where they are given the opportunity to be assertive and pursue their own artistic endeavours. Guelph-Humber’s well-rounded set of VC courses—including Photography, as well as the Presentations and Persuasions course that all students in the program take in second year—will fully allow you to lavishly experiment in order to find where your creativity and passions truly lie.

Leo | July 23 - August 22

Often misunderstood as cold and insensitive, you’re a lot more than what you seem beneath your harsh exterior. Ruled by Pluto, the planet of both transformation and rebirth, Scorpio represents the search for truth and change. Being intense and having an all-or-nothing personality will come in handy, but your ability to detach from situations in order to see the bigger picture is exactly what would make you a good journalist. Guelph-Humber’s Multimedia Journalism courses, such as Strengthening and Engagement In Social Media for Journalists, should aid you in your pursuits.

Scorpio | October 23 - November 21

You’re a natural fixer who spares no effort to effectively do your research and problem-solve. Known as the perfectionist of the zodiac, Virgos thrive off productivity and will feel most accomplished by contributing to something they view as a part of a bigger picture. As an earth sign, you’re detail-oriented, analytical, and organized where it counts. With that in mind, it could only take one of the most self-critical signs of the zodiac to thrive in one of Guelph-Humber’s newest courses, New World: Exploring VR, where you can explore many possible options for the roads that lie ahead.

Virgo | August 23 - September 22

It’s no question Sagittarius is considered the biggest entertainers of the zodiac. Free-spirited, creative, and always on the hunt for adventure, no other stream could be a better fit for you than Visual Communications. As a fire sign ruled by Jupiter, the planet of abundance, you’re quick to dive in headfirst and cover the widest ground. With this in mind, VC offers the most flexible range of storytelling modes to choose from. You’ll stand out in courses like Media Organizational Leadership and Writing For Public Relations, will highlight your social intuition and attitudes.

Sagittarius | November 22 – December 21

Everyone knows you have no shortage of ambition, but your ability to detach from situations in order to better analyze them is exactly what would make you a good journalist. Guelph-Humber’s Public Relations courses, such as Crisis Communications & Reputation Management and Public Affairs, couldn’t be more perfect!

Libra | September 22 – October 23

You’re a natural leader and are well-suited in careers which include some level of research or data analysis, making you well-suited for the Media Management & Analytics stream. Everyone knows you have no shortage of ambition, but well-rounded and specialized courses like Media Organizational Leadership and Analytics will help prepare you for the professional career you’re desiring.

Capricorn | December 21 – January 19

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Sagittarius | November 22 – December 21

Libras act as the peacekeepers of the zodiac, meaning you’re most suited to jobs that require you to consider both sides of a story. As an intellect who loves to see both sides of the same coin in natural charm and social skills—not to mention your creativity and passions truly lie. The Visual Communications stream. Ruled by the Sun and born a natural leader, Leos are best suited in careers where they are given the opportunity to be assertive and pursue their own artistic endeavours. Guelph-Humber’s well-rounded set of VC courses—including Photography, as well as the Presentations and Persuasions course that all students in the program take in second year—will fully allow you to lavishly experiment in order to find where your creativity and passions truly lie.

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Level-headed, disciplined and responsible (while also being an earth sign ruled by Saturn, for structure and determination), Capricorns are known as the sign with the strongest work ethic. Your more serious nature will allow you to excel in careers which include some level of research or data analysis, making you well-suited for the Media Management & Analytics stream. Everyone knows you have no shortage of ambition, but well-rounded and specialized courses like Media Organizational Leadership and Analytics will help prepare you for the professional career you’re desiring.

Aquarius | January 20 - February 18

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Capricorn | December 21 – January 19

Optimistic, compassionate and adaptive: Pisces are known to find a way to connect with all different types of people, even if there is little common ground. As a water sign with Neptune, the planet of imagination, as its ruler, your emotional intelligence will be one of your strongest assets throughout your career. You’re an ideal candidate for the Public Relations stream, as preserving the reputations of all clients (or situations) will become your specialty! The specialized Public Relations and Event Management courses will help you hone your skills.