Media Analysis, Minor

CSCMOMINA

Description

The mass media, more than ever before, play vital roles in how information is disseminated and how societies are shaped and function. As traditional forms of media and information dissemination change rapidly in an increasingly technological world, it is more important than ever for students to understand the way that media work as well as learn to evaluate the messages that are sent.

In the media analysis minor, students learn to understand the roles that media play, how they are changing and what impact they make. Students are given the tools they need to critically evaluate, analyze and interpret media messages in order to become wise consumers of media.

At a Glance

- **College/School:** Walter Cronkite School of Journalism & Mass Comm
- **Location:** Downtown Phoenix campus or online

2019 - 2020 Major Map
Major Map (Archives)

Program Requirements

The minor of media analysis consists of 18 credit hours of course work. This is a requirement consistent with many other minor programs at Arizona State University and at other colleges and universities. The focus of the program is on media analysis. Students in the minor will concentrate on evaluating the impact of information dissemination rather than on topics that focus on the practice of gathering and distributing messages. Students in the minor may not register for courses in the professional journalism major. To take upper-division courses, students must be at least sophomores (25 credit hours). To pursue the minor in media analysis, they must maintain a minimum 2.00 overall GPA, obtain a minimum grade of "C" (2.00 on a 4.00 scale) in each course in the minor and have a major other than journalism and mass communication, sports journalism, or mass communication and media studies.

**Required Courses -- 9 credit hours**
MCO 120: Media and Society (SB) (3)
MCO 240: Media Issues in American Pop Culture (3)
MCO 418: History of Mass Communication (SB & H) (3)

**Elective Courses -- 9 credit hours**

MCO 302: Media Research Methods (3)
MCO 366: Media Ethics and Diversity (3)
MCO 403: Media Law (3)
MCO 425: Digital Media Literacy I (3)
MCO 430: International Mass Communication (G) (3)
MCO 435: Social Media (3)
MCO 450: Visual Communication (HU) (3)
MCO 456: Political Communication (SB) (3)
MCO 460: Race, Gender, and Media (C) (3)
MCO 465: Sports and Media (3)
MCO 470: Exploring the Business of Journalism (3)
MCO 473: Sex, Love, and Romance in the Mass Media (SB) (3)
MCO 494: Special Topics (3)

Depending on a student's undergraduate program of study, prerequisite courses may be needed in order to complete the requirements of this minor.

**Enrollment Requirements**

**GPA Requirement:** 2.00

**Incompatible Majors:** BA in journalism and mass communication; BA in sports journalism and mass communication; BA in mass communications and media studies

**Other Enrollment Requirements:** None

Current ASU undergraduate students may pursue a minor and have it recognized on their ASU transcript at graduation. Students interested in pursuing a minor should consult their academic advisor to declare the minor and to ensure that an appropriate set of courses is taken. Minor requirements appear on the degree audit once the minor is added. Certain major and minor combinations may be deemed inappropriate by the college or department of either the major program or the minor. Courses taken for the minor may not count toward both the major and the minor. Students should contact their academic advisor or the department offering the minor for more information: [https://cronkite.asu.edu/undergrad/minor_media_analysis](https://cronkite.asu.edu/undergrad/minor_media_analysis).
Attend Online

ASU offers this program in an online format with multiple enrollment sessions throughout the year. Applicants may view the program description and request more information here.

Global Opportunities

PLuS Alliance
Global Experience
Global Degree

Career Opportunities

Contact Information

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