A minor in media analysis empowers you to learn how media impacts society and how to analyze all forms of media. Add a media analysis minor to your current degree to become a savvy consumer of all media types and to become more marketable in the communication industry.

**Description**

The mass media, more than ever before, play vital roles in how information is disseminated and how societies and cultures evolve.

In the media analysis minor, students learn to understand the roles media plays, 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 and Mass Comm](#)
- **Location:** [Downtown Phoenix campus](#) or online

**Program Requirements**

Minor Map (Archives)
2021 - 2022 Minor Map

The minor of media analysis consists of 18 credit hours of course work: nine credits of MCO core courses and nine credits of MCO electives. To pursue the minor in media analysis, students must maintain a minimum 2.00 cumulative GPA, and obtain a minimum grade of "C" (2.00 on a 4.00 scale) in each course in the minor.
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 307: The Digital Audience (3)
MCO 335: Social Media (3)
MCO 366: Media Ethics and Diversity (3)
MCO 403: Media Law (3)
MCO 425: Digital Media Literacy I (3)
MCO 426: Digital Media Literacy II (3)
MCO 430: International Mass Communication (G) (3)
MCO 431: Media Entrepreneurship (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.

**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](https://cronkite.asu.edu/undergrad/minor_media_analysis).

**Career Opportunities**

A minor can help students enhance the marketable skills they acquire in their major program and help them develop new skills apart from it, though most career areas do require more training than a minor alone can provide.

The ability to understand the way media functions is vital to many industries. As a result, a minor in media analysis helps students as they pursue media roles across communication, journalism and fact-checking, as well as career opportunities in economics, finance and political organizations.

**Contact Information**

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