How is the Chicano and Latino population portrayed in popular culture, and why is it important to learn about cultural differences? To gain a deeper understanding of cultural representations, learn from faculty who specialize in literature, queer studies, Chicana feminist theory, communication and media studies, digital humanities and media production.

**Program Description**

The BA program in transborder Chicana/o and Latina/o studies focuses on the political, cultural, economic, sociological, historical, psychological and artistic experiences of Mexican-origin and Latino populations in the United States and the U.S.-Mexico transborder region. Students explore the complexities of the Chicano and Latino experience on the U.S.-Mexico border and beyond, with implications for other border communities around the world.

In the media and expressive culture concentration, students focus their study on the cultures of Latino communities. Students learn about the cultural diversity of Chicano, Mexican, Puerto Rican, Cuban, Dominican, Central American and other Latino populations in the United States and their contributions to the arts by analyzing:

- film and the media
- history
- literature (novels, short stories, poetry)
- performance
- visual art

**At a Glance**
Required Courses (Major Map)

2021 - 2022 Major Map
Concurrent Option
Major Map (Archives)

Concurrent Program Options

Students can choose to create their own concurrent degree combination to match their interests by working with their academic advisor during or after their first semester of study. Some concurrent combinations are not possible due to high levels of overlap in curriculum; students should speak with their academic advisor for more details.

This degree is also offered as a concurrent program with an integrated major map with the following:

Journalism and Mass Communication, BA

Admission Requirements

General University Admission Requirements:
All students are required to meet general university admission requirements.

Freshman | Transfer | International | Readmission

Additional Requirements:

Concurrent degree admission requirements:
Freshman applicants must meet all of the following standards:

1. minimum ABOR GPA of 3.75
2. no English competency deficiencies
3. 1040 SAT Reasoning or 22 ACT score

Transfer Admission Requirements:
Transfer students must have a minimum cumulative GPA of 3.00 from a transfer institution.
Change of Major Requirements

A current ASU student has no additional requirements for changing majors.

ASU students who would like to change their majors to the concurrent program with journalism and mass communication must have a minimum cumulative GPA of 3.00 in 12 or more credit hours of ASU courses that can be used to satisfy the Cronkite School's nonelective General Studies requirements.

Students should refer to https://changemajor.apps.asu.edu for information about how to change a major to this program.

Transfer Options

ASU is committed to helping students thrive by offering tools that allow personalization of the transfer path to ASU. Students may use MyPath2ASU™ to outline a list of recommended courses to take prior to transfer.

ASU has transfer partnerships in Arizona and across the country to create a simplified transfer experience for students. These pathway programs include exclusive benefits, tools and resources, and help students save time and money in their college journey. Students may learn more about these programs by visiting the admission site: https://admission.asu.edu/transfer/pathway-programs.

Global Opportunities

Global Experience
Students have the opportunity to immerse themselves in the homelands of the Chicano and Latino cultures they are studying, with programs across Central America, Mexico and other Latin American countries. Students can deepen their understanding of transborder influences and gain a deeper appreciation of transborder media and expression while enhancing their resumes with heightened cultural competency, critical thinking and communication skills. https://goglobal.asu.edu/

Career Opportunities

The media and expressive culture concentration equips students with analytical and communication skills vital to the pursuit of graduate work and various career paths including:

- education (administration and teaching)
- film and media
- law
- local, state and national government agencies
- nonprofit organizations
- public policy and administration
- social work
- the arts

Career examples include but are not limited to those shown in the following list. Advanced degrees or certifications may be required for academic or clinical positions.

<table>
<thead>
<tr>
<th>Career</th>
<th>*Growth</th>
<th>*Median Salary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advocate</td>
<td>16.8%</td>
<td>$35,960</td>
</tr>
<tr>
<td>Archivist</td>
<td>7.9%</td>
<td>$56,760</td>
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<tr>
<td>College/University Professor</td>
<td>2.0%</td>
<td>$71,950</td>
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<tr>
<td>Communications Specialist</td>
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<td>Lawyer</td>
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<tr>
<td>Production Assistant</td>
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<tr>
<td>Public Relations Specialist</td>
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<td>$62,810</td>
</tr>
<tr>
<td>Social Services Director</td>
<td>17.0%</td>
<td>$69,600</td>
</tr>
</tbody>
</table>

* Data obtained from the Occupational Information Network (O*NET) under sponsorship of the U.S. Department of Labor/Employment and Training Administration (USDOL/ETA).

🌞 Bright Outlook  🌿 Green Occupation

**Contact Information**

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