2018 - 2019 Minor Map
Media Analysis

School/College: Walter Cronkite School of Journalism & Mass Comm
Location: Downtown Phoenix campus

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 430: International Mass Communication (G) (3)
- MCO 435: Social Media (3)
- MCO 450: Visual Communication (HU) (3)
- MCO 455: War and Mass Media (3)
- MCO 456: Political Communication (SB) (3)
- MCO 460: Race, Gender, and Media (C) (3)
- MCO 465: Sports and Media (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.