

Media Analysis, Minor

CSCMOMINA

Analyze content across platforms and learn how media impacts society. Add a media analysis minor to your degree to become a savvy consumer of all media types and to strengthen your communication skills for careers in any industry.

Description

The mass media play vital roles in how information is created and disseminated, and in how societies and cultures evolve. In the media analysis minor, students learn to understand the roles media play, how they're changing and what impact they make. Students learn the tools they need to critically evaluate, analyze and interpret media messages in order to become wise consumers of media and stronger communicators in their major fields.

At a glance

- **College/School:** [Walter Cronkite School of Journalism and Mass Comm](#)
- **Location:** [Downtown Phoenix](#) or [Online](#)

Program requirements

[2024 - 2025 Minor Map](#)

[Minor Map \(Archives\)](#)

The minor in media analysis consists of 18 credit hours of coursework: nine credits of MCO core courses and nine credits of 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 \(HUAD OR SB\)](#) (3)

MCO 240: Media Issues in American Pop Culture (3)

MCO 418: History of Mass Communication (SOBE OR SB & H) (3)

Elective Courses -- 9 credit hours

COM 324: Rhetoric and Media Criticism (3)

COM 424: Television Studies and Criticism (3)

COM 427: Crime and Media (3)

COM 457: New Media (3)

MCO 302: Media Research Methods (3)

MCO 307: The Digital Audience (3)

MCO 335: Social Media Foundations (3)

MCO 366: Mass Communication Ethics (3)

MCO 375: Podcasting (3)

MCO 394: Special Topics (3)

MCO 403: Media Law (3)

MCO 425: Digital Media Literacy I (3)

MCO 426: Digital Media Literacy II (3)

MCO 427: Misinformation and Society (3)

MCO 428: Digital Media and Freedom of Expression in the 21st Century (3)

MCO 430: International Mass Communication (GCSI OR G) (3)

MCO 431: Media Entrepreneurship (3)

MCO 433: Social Media Campaigns, Engagement and Research (3)

MCO 434: Search Engine Research and Strategy (3)

MCO 438: Digital Audience Analysis (3)

MCO 450: Visual Communication (HUAD OR HU) (3)

MCO 456: Political Communication (CIVI OR SB) (3)

MCO 460: Race, Gender, and Media (SOBE OR 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)

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. 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 [Cronkite advising department](#) for more information.

Attend online

ASU Online

ASU offers this program in an online format with multiple enrollment sessions throughout the year. Applicants may [view the program's ASU Online page](#) for program descriptions and to request more information.

Career opportunities

A minor can help students develop marketable communication skills, boosting their career options across their major field and advancing their understanding of how mass media functions. Students with a media analysis minor may pursue communications, engagement and strategy roles in their chosen fields; media-facing roles in journalism and fact-checking; and other career opportunities in economics, finance and political organizations.

Contact information

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