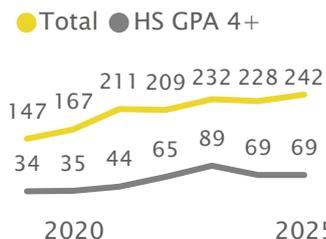


# Media And Cultural Studies

Updated January 2026

## Admission Profile (CA Residents, Excludes UC Referrals)

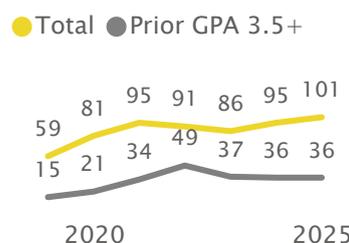
### Frosh Applications



### Frosh Ratios

Fall	Admit %	Yield %
2022	68%	14%
2023	78%	18%
2024	80%	11%
2025	93%	15%
<b>Avg.</b>	<b>80%</b>	<b>14%</b>

### Transfer Applications

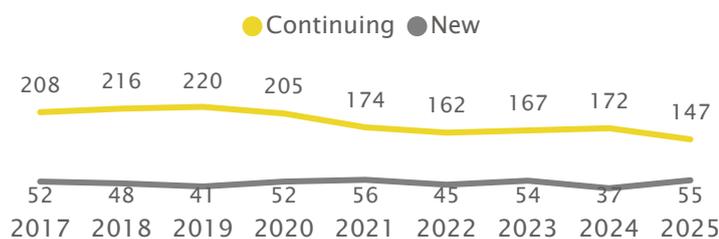


### Transfer Ratios

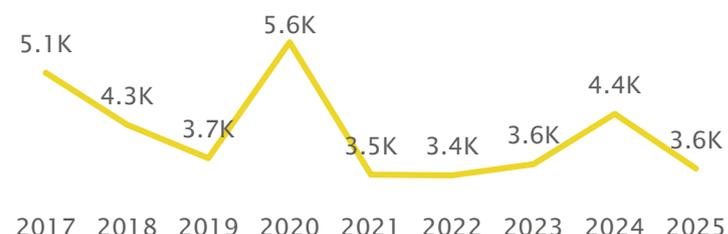
Fall	Admit %	Yield %
2022	85%	16%
2023	77%	17%
2024	82%	17%
2025	82%	14%
<b>Avg.</b>	<b>82%</b>	<b>16%</b>

## Fall Enrollment

### Headcount of Majors



### Undergraduate Credit Hours Taught in the Department

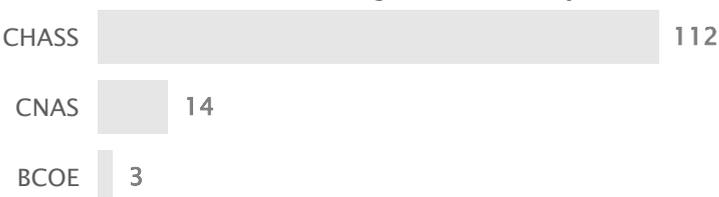


## Major Migrations (Frosh Cohorts from 2017 to 2019 Who Graduated within 6 Years)

### Destination of Graduates Who Left This Major

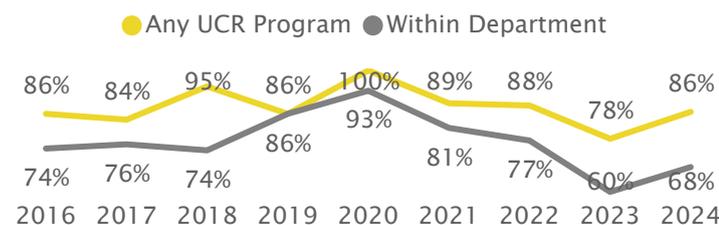


### Source of Graduates Who Changed into This Major

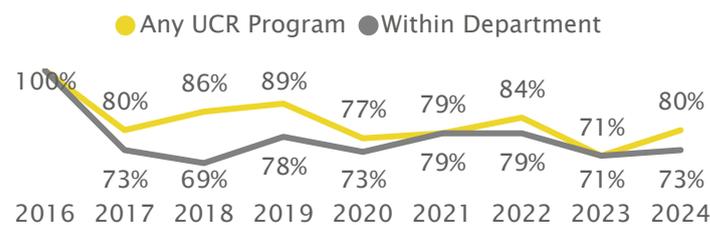


## Entering Cohort 1-Year Retention (Fall-to-Fall Persistence, Includes Full- and Part-Time Entrants)

### Frosh Retention

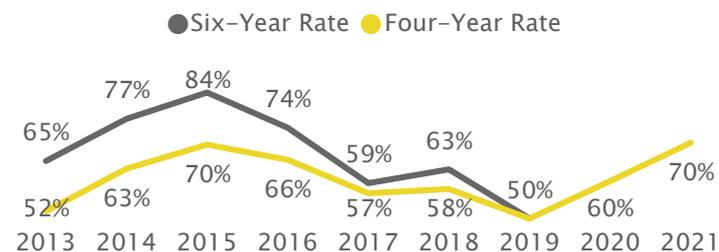


### Transfer Retention

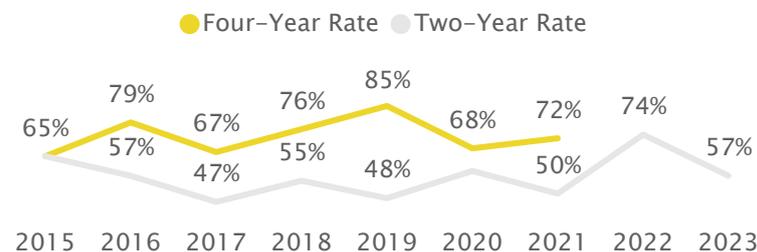


## Entering Cohort Graduation (Finished Any Program at UCR)

### Frosh Graduation



### Transfer Graduation



## Notes and definitions

Major counts include dual majors. Credit hours here are not identical to the formula used for the campus budget model, but do include cross-listed enrollment of courses based in this department. Other definitions here also differ from those used in public reports. Related majors such as BS+MS or BA and BS versions are combined here.