

# BACHELOR OF ARTS IN BROADCAST AND ELECTRONIC COMMUNICATION ARTS

## Application Filing Periods

Applications for admission to the Broadcast and Electronic Communication Arts (BECA) major are accepted by the University's Office of Enrollment Services only during the application filing periods of October 1 to November 30 (for admission the following fall) and August 1 to September 30 (for admission the following spring). Applications received outside of these two filing periods will not be considered.

## Prerequisite Core

All majors must complete the core courses (BECA 200, BECA 300GW, and BECA 340) with grades of C or better in each (C- is not acceptable). The prerequisite core courses are normally completed by the end of the sophomore year. Transfer students admitted to SF State as BECA majors should plan to complete the core during the first semester of their junior year. A minimum of six of the nine units must be completed at SF State.

## Program Learning Outcomes

1. Apply aesthetic theory to the practice of media production.
2. Use effective communication strategies, including media terminology as appropriate, in the creation and analysis of electronic and digital media content.
3. Integrate research-related media theory into the conception and distribution of media content.
4. Conceptualize, design, and write stories for electronic and digital media.
5. Demonstrate proficiency in fundamental and advanced media production concepts and techniques.
6. Analyze and write about electronic and digital media's role in and impact on culture and society.
7. Critically evaluate business trends and the legal and regulatory frameworks of electronic and digital media industries.
8. Promote ethical standards and social justice in the creation and distribution of electronic and digital media.

## Steps to Change Major

Undeclared majors and students enrolled in other disciplines at SF State who seek to change their major to Broadcast and Electronic Communication Arts should fill out the Change of Major form in the department.

## Assistance to Enhance Writing Competence

GE Area A2 is a prerequisite for BECA 300GW. BECA majors who successfully complete BECA 300GW will have satisfied the University Graduation Writing Assessment Requirement (GWAR). Students may

improve their skills by taking composition courses or by completing writing tutorials.

## Supervised and Independent Work Experience

The department encourages students to participate in independent production, internship, and supervised teaching experiences as a part of their program of study. Students may count a total of six units combined from the courses BECA 576, BECA 685, BECA 695, and BECA 699 toward satisfying major requirements. No more than four units of BECA 685 may count toward the degree, and no more than six units from any other individual course may be counted toward the major.

## Transfer Students

Students transferring to the BECA program from a California community college or other institution should strive to complete the SF State Lower-Division Transfer Pattern. Transfer students are encouraged to complete the equivalent of GE Area A2, BECA 200, BECA 231, and BECA 241 before matriculation to SF State. Many of the transfer equivalents to these courses are offered at California community colleges and can be verified via the Assist website ([www.assist.org](http://www.assist.org)). Please contact a faculty advisor if your course is not listed. Up to nine units of courses from California community colleges may be directly applied to fulfilling BECA major requirements.

## Mandatory Advising

Students in the major are encouraged to meet with a major advisor every semester, but are required to meet with a faculty advisor at the following points in their study:

1. When the student has two full semesters remaining before graduation (typically 18 to 25 units left to complete in the major) the student must obtain the department's graduation checklist/course equivalency form from [beca.sfsu.edu](http://beca.sfsu.edu) (<http://beca.sfsu.edu>) or the BECA office. Faculty advisors will assist students in completing the checklist and will approve transfer course equivalencies. In addition, the student will be asked to list on the form a proposed "itinerary" of required and elective courses to be taken in the last two semesters. This advising is meant to help the student graduate in a timely manner. The form must be signed by the advisor.
2. For approval of the application for graduation: the application must be signed by the advisor and the department chair.

## Broadcast and Electronic Communication Arts (B.A.) – 45 Units

### Core (9 Units)

Code	Title	Units
BECA 200	Introduction to Electronic Communication	3
BECA 300GW	Broadcast and Electronic Communication Arts Research - GWAR	3
BECA 340	Media Aesthetics I	3

### Foundation Areas (15 Units)

Units selected from the following areas. At least one course or course sequence must be taken in each of the four areas, plus one additional course from any of the four areas.

Code	Title	Units
<b>Audio and Video Production</b>		
BECA 231	Audio Production Basics	3
BECA 241	TV Studio Basics	3
BECA 246	Electronic Field Production I	3
<b>Media Writing</b>		
BECA 370	Writing for Electronic Media	3
BECA 470	Dramatic Writing for Television and Electronic Media	3
BECA 560	Radio and Television News Writing	3
BECA 570	Writing for Electronic Media Genres	3
BECA 670	Writing for Interactive Electronic Media	3
<b>Business &amp; Legal Aspects</b>		
BECA 324	Law and Regulation of Electronic Media	3
BECA 423	Economic Aspects of Broadcasting and Electronic Media	3
BECA 428	Electronic Media Management	3
BECA 460	Industry of Broadcast News	3
<b>Media Theory &amp; Criticism</b>		
BECA 321	Critical Study of Popular Culture	3
BECA 390	The Age of Information	3
BECA 422	Social Aspects of Electronic Media	3
BECA 463	Ethics and Responsibility in the Electronic Media	3

### Electives in a Focus Area (21 units)

Seven elective courses must be approved by a BECA faculty advisor. Twenty-one units selected from upper-division BECA courses (300 level or above), which may include no more than 6 units from other departments. Upper-division (300 level or above) units from foundation courses not used to fulfill foundation requirements in any of the areas listed above may be counted as electives in an area of emphasis with the approval of a BECA faculty advisor.

### Focus Areas

Twenty-one units of elective courses in BECA or related areas are required for the major. These courses should be upper-division and should be taken within one of the focus areas listed below or in an individualized focus area designed by a student in consultation with a department advisor.

The focus areas are advisory and are meant to provide guidance for students so they develop extensive knowledge or expertise in one subject area. Students should meet with a department advisor every semester to decide which specific courses to take and how many to choose from the ones listed for a given emphasis.

Upon approval of a departmental advisor, units used in the 21-unit block of electives may include transfer units from another college or university, as well as units taken in other departments in this University. BECA department courses identified as foundation classes, but not used to fulfill foundation unit requirements, may be included in the 21 units of electives. Variable topic and experimental courses and senior seminars may also be included in the twenty-one units of electives.

### Sample Focus Areas with Possible Courses

#### Audio Production and Music Recording

Code	Title	Units
BECA 330	Audio Production II	3
BECA 335	Audio for Video	3
BECA 430	Advanced Audio Production I	3
BECA 530	Advanced Audio Production II	3
BECA 533	Advanced Music Recording Workshop	3
BECA 535	Advanced Audio for Video	3
BECA 576	Internship in Broadcast and Electronic Communication Arts	3
or other courses by advisement		

#### Electronic Media Journalism

Code	Title	Units
BECA 460	Industry of Broadcast News	3
BECA 462	The Television Documentary in the United States	3
BECA 550	The Broadcast Interview	3
BECA 560	Radio and Television News Writing	3
BECA 561	News Reporting for Television	3
BECA 562	Television & Video Documentary Production	3
BECA 576	Internship in Broadcast and Electronic Communication Arts	3
BECA 660	Television Center News	4
BECA 665	News Reporting and Producing for Radio	3
or other courses by advisement		

#### Business Aspects of Electronic Media

Code	Title	Units
BECA 324	Law and Regulation of Electronic Media	3
BECA 423	Economic Aspects of Broadcasting and Electronic Media	3
BECA 428	Electronic Media Management	3
BECA 463	Ethics and Responsibility in the Electronic Media	3
BECA 505	KSFS Radio and Podcasting II	3
BECA 576	Internship in Broadcast and Electronic Communication Arts	3
BECA 640	Television and Video Production Planning	3
or other courses by advisement		

#### Educational and Instructional Media

Code	Title	Units
BECA 370	Writing for Electronic Media	3
BECA 425	Television and Video Program Design	3
BECA 536	Creativity and Design Thinking in Electronic Media	3
BECA 576	Internship in Broadcast and Electronic Communication Arts	3
BECA 580	Media in Community Service	3
BECA 626	Corporate and Institutional Media Production	3
BECA 640	Television and Video Production Planning	3
BECA 646	Electronic Field Production II	3
or other courses by advisement		

**Electronic Media Theory and Criticism**

Code	Title	Units
BECA 321	Critical Study of Popular Culture	3
BECA 324	Law and Regulation of Electronic Media	3
BECA 390	The Age of Information	3
BECA 422	Social Aspects of Electronic Media	3
BECA 460	Industry of Broadcast News	3
BECA/WGS 485	Women and Media	3
BECA/ITEC 487	Children and Television	3
BECA 490	Television and Social Change	3
BECA 500	International Broadcasting	3
BECA 576	Internship in Broadcast and Electronic Communication Arts	3
BECA 590	New Electronic Communication Technologies	3
BECA 600	Senior Seminar	3

or other courses by advisement

**Interactive Media**

Code	Title	Units
BECA 390	The Age of Information	3
BECA 547	Video Editing II	3
BECA 590	New Electronic Communication Technologies	3
BECA 593	Interactive and Transmedia Electronic Media Workshop	3
BECA 626	Corporate and Institutional Media Production	3
BECA 648	Digital Video Editing II	3
BECA 670	Writing for Interactive Electronic Media	3
BECA 693	Interactive Electronic Media Workshop II	3

or other courses by advisement

**Radio Production and Programming**

Code	Title	Units
BECA 305	KSFS Radio and Podcasting I	3
BECA 310	Sonic Storytelling with Radio and Podcasting	3
BECA 435	Aesthetics of Sound	3
BECA 505	KSFS Radio and Podcasting II	3
BECA 510	Music Performance Recording and Production	3
BECA 576	Internship in Broadcast and Electronic Communication Arts	3
BECA 665	News Reporting and Producing for Radio	3

or other courses by advisement

**Television/Video Production**

Code	Title	Units
BECA 370	Writing for Electronic Media	3
BECA 415	Advanced Television Production Workshop	3
BECA 425	Television and Video Program Design	3
BECA 440	Media Aesthetics II	3
BECA 462	The Television Documentary in the United States	3
BECA 515	Television Center Crew	3
BECA 516	Television News Crew	3
BECA 545	Television Directing I	3
BECA 547	Video Editing II	3
BECA 562	Television & Video Documentary Production	3

BECA 576	Internship in Broadcast and Electronic Communication Arts	3
BECA 580	Media in Community Service	3
BECA 640	Television and Video Production Planning	3
BECA 646	Electronic Field Production II	3
BECA 647	Advanced Video Production	3
BECA 648	Digital Video Editing II	3

or other courses by advisement

**Writing for the Electronic Media**

Code	Title	Units
BECA 370	Writing for Electronic Media	3
BECA 425	Television and Video Program Design	3
BECA 462	The Television Documentary in the United States	3
BECA 470	Dramatic Writing for Television and Electronic Media	3
BECA 560	Radio and Television News Writing	3
BECA 561	News Reporting for Television	3
BECA 562	Television & Video Documentary Production	3
BECA 570	Writing for Electronic Media Genres	3
BECA 576	Internship in Broadcast and Electronic Communication Arts	3
BECA 670	Writing for Interactive Electronic Media	3

or other courses by advisement

**Complementary Studies**

Twelve units of Complementary Studies are required of all candidates for the Bachelor of Arts degree in BECA. These units must come from courses bearing a prefix other than BECA, and not cross-listed with BECA. BECA majors will be offered several pathways toward completing this requirement, each of which is designed to facilitate graduation in a timely manner:

1. 12 units in a single foreign language;
2. 12 units taken in an approved study abroad program (e.g., CSU Study Abroad);
3. 12 units taken as partial completion of a second major, minor, or a certificate; or
4. 12 units in a related discipline.

With approval from a BECA advisor, up to 6 units of Complementary Studies may be used to count toward the major.

Students who have earned AA-T or AS-T degrees and are pursuing a similar B.A. degree at SF State are required to fulfill the Complementary Studies requirement as defined by the major department. Students should consult with a major advisor about how transfer units and SF State units can best be applied to this requirement to ensure degree completion within 60 units.

**General Education Requirements**

Requirement	Course Level	Units	Area Designation
Oral Communication	LD	3	A1
Written English Communication I	LD	3	A2
Critical Thinking	LD	3	A3
Physical Science	LD	3	B1

Life Science	LD	3	B2
Lab Science	LD	1	B3
Mathematics/ Quantitative Reasoning	LD	3	B4
Arts	LD	3	C1
Humanities	LD	3	C2
Arts or Humanities	LD	3	C1 or C2
Social Sciences	LD	3	D1
Social Sciences: US History	LD	3	D2
Social Sciences: US & CA Government	LD	3	D3
Lifelong Learning and Self- Development (LLD)	LD	3	E
Physical and/or Life Science	UD	3	UD-B
Arts and/or Humanities	UD	3	UD-C
Social Sciences	UD	3	UD-D

**SF State Studies**

Courses certified as meeting the SF State Studies requirements may be upper or lower division in General Education (GE), a major or minor, or an elective.

American Ethnic and Racial Minorities	LD or UD	3	AERM
Environmental Sustainability	LD or UD	3	ES
Global Perspectives	LD or UD	3	GP
Social Justice	LD or UD	3	SJ

Note: LD = Lower-Division; UD = Upper-Division.

**First-Time Student Roadmap**

Find the correct roadmap (A, B, C, or D):

1. Select the row that matches your English Course choice for A2.\*
2. Select the column that matches your QR Category (found at your student center under Math Alert).
3. Click the Roadmap that lines up with your row and column.

For example, if you are taking ENG 104 as your first English course and your student center math alert says you are QR Category III, you should choose Roadmap D.

Pathway	QR Cat I/II	QR Cat III/IV
<b>ENG 114</b>	Roadmap A ( <a href="http://bulletin.sfsu.edu/colleges/liberal-creative-arts/broadcast-electronic-communication-arts/ba-broadcast-electronic-communication-arts/roadmap-i-ii-eng/">http://bulletin.sfsu.edu/colleges/liberal-creative-arts/broadcast-electronic-communication-arts/ba-broadcast-electronic-communication-arts/roadmap-i-ii-eng/</a> )	Roadmap C ( <a href="http://bulletin.sfsu.edu/colleges/liberal-creative-arts/broadcast-electronic-communication-arts/ba-broadcast-electronic-communication-arts/roadmap-iii-iv-eng/">http://bulletin.sfsu.edu/colleges/liberal-creative-arts/broadcast-electronic-communication-arts/ba-broadcast-electronic-communication-arts/roadmap-iii-iv-eng/</a> )
<b>ENG 104/ENG 105</b>	Roadmap B ( <a href="http://bulletin.sfsu.edu/colleges/liberal-creative-arts/broadcast-electronic-communication-arts/ba-broadcast-electronic-communication-arts/roadmap-i-ii-stretch/">http://bulletin.sfsu.edu/colleges/liberal-creative-arts/broadcast-electronic-communication-arts/ba-broadcast-electronic-communication-arts/roadmap-i-ii-stretch/</a> )	Roadmap D ( <a href="http://bulletin.sfsu.edu/colleges/liberal-creative-arts/broadcast-electronic-communication-arts/ba-broadcast-electronic-communication-arts/roadmap-iii-iv-stretch/">http://bulletin.sfsu.edu/colleges/liberal-creative-arts/broadcast-electronic-communication-arts/ba-broadcast-electronic-communication-arts/roadmap-iii-iv-stretch/</a> )

\*Composition for Multilingual Students: If taking ENG 209 as your first English course, choose the ENG 114 row. If taking ENG 204 for your first English course, choose the ENG 104/ENG 105 row.

**Transfer Student Roadmap**

For students with an AS-T in **Film, Television and Electronic Media**. [This roadmap opens in a new tab \(http://bulletin.sfsu.edu/colleges/liberal-creative-arts/broadcast-electronic-communication-arts/ba-broadcast-electronic-communication-arts/ad-transfer-roadmap/\)](http://bulletin.sfsu.edu/colleges/liberal-creative-arts/broadcast-electronic-communication-arts/ba-broadcast-electronic-communication-arts/ad-transfer-roadmap/).

**This degree program is an approved pathway (“similar” major) for students earning the ADT in Film, Television and Electronic Media**

California legislation SB 1440 (2009) mandated the creation of the Associate Degree for Transfer (ADT) to be awarded by the California Community Colleges. Two types of ADTs are awarded: Associate in Arts for Transfer (AA-T) and Associate in Science for Transfer (AS-T).

Note: no specific degree is required for admission as an upper-division student. However, the ADT includes specific guarantees related to admission and graduation and is designed to clarify the transfer process and strengthen lower-division preparation for the major.

An ADT totals 60 units and in most cases includes completion of all lower-division General Education requirements and at least 18 units in a specific major. (The Biology, Chemistry, and Environmental Science AS-T degrees defer 3 units in lower-division GE area C and 3 units in lower-division GE area D until after transfer.) Students pursuing an ADT are guaranteed admission to the CSU if minimum eligibility requirements are met, though not necessarily to the CSU campus of primary choice.

Upon verification that the ADT has been awarded prior to matriculation at SF State, students are guaranteed B.A. or B.S. completion in 60 units if pursuing a “similar” major after transfer. Determinations about “similar” majors at SF State are made by faculty in the discipline.

Degree completion in 60 units cannot be guaranteed when a student simultaneously pursues an additional major, a minor, certificate, or credential.

A sample advising roadmap for students who have earned an ADT and continue in a "similar" major at SF State is available on the Roadmaps tab on the degree requirements page for the major. The roadmap displays:

- How many lower-division units required for the major have been completed upon entry based on the award of a specific ADT;
- Which lower-division requirements are considered complete upon entry based on the award of a specific ADT;
- How to complete the remaining 60 units for the degree in four semesters.

Students who have earned an ADT should seek advising in the major department during the first semester of attendance.

## General Advising Information for Transfer Students

1. Before transfer, complete as many lower-division requirements or electives for this major as possible.
2. The following courses are not required for admission but are required for graduation. Students are strongly encouraged to complete these units before transfer; doing so will provide more flexibility in course selection after transfer.
  - a course in U.S. History
  - a course in U.S. & California Government

For information about satisfying the requirements described in (1) and (2) above at a California Community College (CCC), please visit <http://www.assist.org> (<http://assist.org>). Check any geographically accessible CCCs; sometimes options include more than one college. Use ASSIST to determine:

- Which courses at a CCC satisfy any lower-division major requirements for this major;
- Which courses at a CCC satisfy CSU GE, US History, and US & CA Government requirements.

Remedial courses are not transferable and do not apply to the minimum 60 semester units/90 quarter units required for admission.

Additional units for courses that are repeated do not apply to the minimum 60 units required for upper-division transfer (for example, if a course was not passed on the first attempt or was taken to earn a better grade).

Before leaving the last California Community College of attendance, obtain a summary of completion of lower-division General Education units (IGETC or CSU GE Breadth). This is often referred to as a GE certification worksheet. SF State does not require delivery of this certification to Admissions, but students should retain this document for verifying degree progress after transfer.

Credit for Advanced Placement, International Baccalaureate, or College-Level Examination Program courses: AP/IB/CLEP credit is not automatically transferred from the previous institution. Units are transferred only when an official score report is delivered to SF State. Credit is based on the academic year during which exams were taken.

Refer to the University Bulletin in effect during the year of AP/IB/CLEP examination(s) for details regarding the award of credit for AP/IB/CLEP.

Students pursuing majors in science, technology, engineering, and mathematics (STEM) disciplines often defer 6-9 units of lower-division General Education in Areas C and D until after transfer to focus on preparation courses for the major. This advice does not apply to students pursuing associate degree completion before transfer.

## Transferring From Institutions Other Than CCCs or CSUs

Review SF State's lower-division General Education requirements. Note that, as described below, the four basic skills courses required for admission meet A1, A2, A3, and B4 in the SF State GE pattern. Courses that fulfill the remaining areas of SF State's lower-division GE pattern are available at most two-year and four-year colleges and universities.

Of the four required basic skills courses, a course in critical thinking (A3) may not be widely offered outside the CCC and CSU systems. Students should attempt to identify and take an appropriate course no later than the term of application to the CSU. To review more information about the A3 requirement, please visit [bulletin.sfsu.edu/undergraduate-education/general-education/lower-division/#AEL](http://bulletin.sfsu.edu/undergraduate-education/general-education/lower-division/#AEL).

Waiting until after transfer to take a single course at SF State that meets both US and CA/local government requirements may be an appropriate option, particularly if transferring from outside of California.

## All Students Must Meet the Transfer Eligibility Requirements Outlined Below for Admission.

For more information, visit the Undergraduate Admissions section (<http://bulletin.sfsu.edu/undergraduate-admissions/>).

- Complete 60 or more transferable semester units or 90 or more quarter units.
- Earn a college grade point average of 2.0 or better in all transferable courses. Non-local area residents may be held to a higher GPA standard.
- Be in good standing at the last college or university attended.
- Complete 30-semester units (45-quarter units) of General Education, including four basic skills courses:
  - a. One course in oral communication (same as CSU GE Area A1)
  - b. One course in written composition (same as CSU GE Area A2)
  - c. One course in critical thinking (same as CSU GE Area A3)
  - d. One course in mathematics or quantitative reasoning (same as CSU GE Area B4)
- The four basic skills courses and a minimum of 60 transferable semester units (90-quarter units) must be completed by the spring semester prior to fall admission, or by the fall semester prior to spring admission. Earn a C- or better grade in each basic skills course.