BROADCAST AND ELECTRONIC COMMUNICATION ARTS

College of Liberal & Creative Arts
Dean: Dr. Andrew Harris

Department of Broadcast and Electronic Communication Arts
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Mission
The Department of Broadcast and Electronic Communication Arts prepares students to create and critically evaluate content in the media arts. Our curriculum provides a balance of theory and practice while guiding students in the use of media to effectively communicate ideas that serve the evolving needs of society. Students go on to become innovative and ethical industry leaders who advance equity, social justice, and global citizenship.

Program Scope
The Department of Broadcast and Electronic Communication Arts (BECA) offers coursework leading to the Bachelor of Arts in Broadcast and Electronic Communication Arts, and the Master of Arts in Broadcast and Electronic Communication Arts. The curriculum is designed to provide extensive educational experience for those who intend to use the modern media of electronic communication to serve the artistic, cultural, educational, and informational needs of society. The program involves both theory and practice, and students are expected to work successfully in both types of courses and activities. Graduates of the program are prepared for work in the broadcasting and entertainment industries, in cable and online media, in video and audio production, and other areas related to electronic communication. Many graduates go on for graduate-level study in the field of electronic media.

The B.A. program includes a core drawn from classes in the history and structure of electronic media, media aesthetics, media research, audio and video production, media ethics and regulation, communication theory and criticism, and writing and performance for the electronic media. In addition, students may elect to pursue one of the nine areas of emphasis within the department: audio production and music recording, broadcast journalism, business aspects of the electronic media, educational and instructional media, communication theory and criticism, interactive media, radio production and programming, television/video production, and writing for the electronic media, or they can design an individualized area of emphasis in consultation with a department advisor.

The M.A. program reflects a comprehensive view of the communication discipline with an integration of theory and practice. Emphasis areas include media aesthetics, audio and video production, news and documentary, interactive media, writing, management, and communication theory and criticism.

Two important co-curricular activities are open to students of the department. KSFS, the campus radio station, is distributed online and in San Francisco on stereo cable. KSFS Media produces newscasts, dramas, interviews, musical performances, and other productions for distribution to the San Francisco community through cable television and via the Internet. Collegiate chapters of the Audio Engineering Society and College Students in Broadcasting (an affiliate of American Women in Radio and Television) provide opportunities for service and fellowship in the department and the professional community. The San Francisco Bay Area provides a wealth of media organizations that cooperate with the BECA department in a large, active internship program.

Centers and Institutes
The Institute of International Media Communication, housed in the Department, offers training and educational opportunities for television professionals from around the world through production workshops and seminars.

Facilities
The department’s instructional laboratories include professional grade production equipment, studios, and laboratories. Work completed by students in the BECA department is distribution ready for FCC broadcast guidelines and is in continuous distribution via terrestrial broadcast, cablecast (both radio and video), and Internet delivery. The student-run distribution hub for all BECA student productions is KSFSmedia.net (http://KSFSmedia.net)

Production facilities include three high-definition, multi-camera television studios, a radio station, two music recording studios, two advanced sound design for video studios and an array of field production equipment ranging from large-scale audio and multi-camera video simulcast equipment to professional quality audio and video single-camera and electronic news gathering equipment. The department also maintains over 75 computer workstations for audio and video production and post-production activity.

Career Outlook
Graduates of the department are to be found working in media organizations around the world and include some of the top names in broadcast journalism, entertainment television, radio, and audio and video production. The long-term career outlook for graduates is excellent.

Most seek work with radio and television stations, audio and video production companies, networks, cable television companies, and in corporate and institutional media departments.

Many graduates continue their education and pursue advanced degrees in communication or related fields. Students with the appropriate credential or graduate degrees in broadcast and electronic communication arts may teach in elementary and secondary schools, community colleges, or universities. A significant number of the department’s M.A. graduates have competed successfully for admission to the leading doctoral programs in the field of communication.

Mission Statement
The Department of Broadcast and Electronic Communication Arts prepares students to create and critically evaluate content in the media arts. Our curriculum provides a balance of theory and practice while guiding students in the use of media to effectively communicate ideas that serve the evolving needs of society. Students go on to become innovative and ethical industry leaders who advance equity, social justice, and global citizenship.
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.
8. Promote ethical standards and social justice in the creation and distribution of electronic and digital media.

Professor
JOHN E. BARSOTTI (1973), Professor of Broadcast and Electronic Communication Arts; B.A. (1973), San Francisco State University; Ed.D. (1986), University of San Francisco.


MARTIN M. GONZALEZ (1996), Professor of Broadcast and Electronic Communication Arts; B.A. (1978), California State University, Chico; M.A. (1993), Ohio State University.


SCOTT J. PATTERSON (1997), Professor of Broadcast and Electronic Communication Arts; B.A. (1986), M.A. (1988), University of the Pacific; Ph.D. (1992), Ohio State University, Columbus.

NANCY L. REIST (1987), Professor of Broadcast and Electronic Communication Arts; B.S. (1979), M.S. (1983), Humboldt State University; Ph.D. (1987), University of Minnesota.

VINAY K. SHRIVASTAVA (1990), Professor of Broadcast and Electronic Communication Arts; B.S. (1972), Lucknow University, India; D.C. (1976), Film and TV Institute of India, Pune, India; M.A. (1983), University of Texas; Ph.D. (1990), University of Southern California.

MICHELLE ANDREA WOLF (1983), Professor of Broadcast and Electronic Communication Arts; B.A. (1974), M.A. (1979), University of Massachusetts at Amherst; Ph.D. (1982), University of Texas.


Associate Professor
BECA 230 Audio Production I (Units: 3)
Prerequisites: Restricted to BECA major; consent of department; must be taken concurrently with BECA 231.

Theoretical aspects of sound, acoustics, and audio signal flow in radio, television, and recording operations. Aesthetic aspects of sound mixing in broadcasting applications.

BECA 231 Audio Laboratory (Unit: 1)
Prerequisites: Restricted to BECA major, consent of department; must be taken concurrently with BECA 230.

Production procedures and student projects utilizing control consoles, turntables, microphones, tape recorders, and editing. Extra fee required.

BECA 235 Digital Media Basics (Units: 3)
Enrollment priority for BECA majors.
Fundamentals of digital communication technologies and their application in audio, radio, television, and interactive media.

Course Attributes:
- C1: Arts

BECA 240 Video Production (Units: 3)
Prerequisites: Restricted to BECA major; consent of department; must be taken concurrently with BECA 241.

Use of television equipment and facilities; camera operations, audio and video control, lighting, tape recorders, graphics, scenery, and portable audio and video production units.

BECA 241 Video Laboratory (Unit: 1)
Prerequisites: Restricted to BECA major; consent of department; must be taken concurrently with BECA 240. Extra fee required.

BECA 276 Entertainment Career Preparation and Development (Units: 3)
Study of the entertainment industry with the main objective of searching for an internship or job. Focus on the social and practical skills necessary to create a resume, look for work, interview, network effectively, learn necessary resources and know the first steps in building a long-term career in the entertainment industry. Also cover a wide scope of entertainment arts, including film, animation, music, dance, theater, gaming and immersive storytelling technologies.

BECA 300GW Broadcast and Electronic Communication Arts Research - GWAR (Units: 3)
Prerequisites: ENG 214 or equivalent with a grade of C- or better; enrollment priority for BECA majors.

Communication research. Acquiring and evaluating information and organizing the results into written form. Investigation of sources, methods, cataloging, philosophies of media research, and questions of reliability and validity. (ABC/NC grading only)

Course Attributes:
- Graduation Writing Assessment

BECA 301 Media Literacy in the Electronic Culture (Units: 3)
Prerequisite: Successful completion of GE Areas A1, A2, A3, and B4 or consent of the instructor.

Examination of electronic media content, effects, influence on individuals and groups. Development of analytical/critical skills necessary to become a discerning user of television, radio, music, Internet. Application of theoretical and media literacy frameworks to development of the Guerilla Media Project. (Plus-minus letter grade only)

Course Attributes:
- UD-C: Arts and/or Humanities
- Social Justice

BECA 305 KSFS Radio and Podcasting I (Units: 3)
Prerequisite: Upper-division standing or consent of the instructor.

Production and performance for radio and podcasting; development of skills used in the daily operation of a radio station: programming, scheduling, and planning. Activity.

BECA 310 Sonic Storytelling with Radio and Podcasting (Units: 3)
Prerequisites: BECA major; BECA 230, BECA 231; and consent of instructor.

Analysis and production of sonic storytelling; traditional and experimental approaches designed to explore the potential of radio, podcasting, and the art of sound. Activity.

BECA 321 Critical Study of Popular Culture (Units: 3)
Prerequisite: Successful completion of GE Areas A1, A2, A3, and B4 or consent of the instructor.

Public arts from the standpoint of structures and themes; relationship to social value systems; form, vision, and function in the public arts.

Course Attributes:
- UD-C: Arts and/or Humanities

BECA 324 Law and Regulation of the Electronic Media (Units: 3)
Prerequisites: Junior standing; BECA 200; and consent of instructor. Enrollment priority for BECA majors.

Legal and regulatory aspects of electronic media: impact of F.C.C. licensing and regulation within the framework of the First Amendment.

BECA 327 Broadcast Industry Symposium (Unit: 1)
Prerequisite: Restricted to students with upper-division standing or consent of the instructor.

Student participation with American and foreign broadcasters, international concerns, new communication technologies, program exchange, production and script workshops. May be repeated for a total of 4 units. (CR/NC grading only)

BECA 330 Audio Production II (Units: 3)
Prerequisites: Restricted to BECA major; BECA 230, BECA 231, or equivalents; consent of department and instructor.

Radio and television production, in-studio recording on multi-channel recording consoles. Use of board equalization, reverberation systems, graphic equalizers, limiters, and the art of overdubbing. Laboratory.
**BECA 335 Audio for Video (Units: 3)**
Prerequisites: Restricted to BECA major; BECA 230, BECA 231; consent of department.

Production theory and practice as applied to audio recording for video. Pre-production planning and location/studio recording situations. Activity.

**BECA 340 Media Aesthetics I (Units: 3)**
Prerequisite: Sophomore standing or above or consent of instructor. Enrollment priority for BECA major.

Aesthetic analysis of video, film, and related electronic media based on an examination of fundamental image and sound elements.

**BECA 348 Video Editing I (Units: 3)**
Prerequisites: BECA 240, BECA 241; consent of department.

Introduction to major aesthetic and technical considerations in video editing, and practical application in electronic media production.

**BECA 350 Media Performance I (Units: 3)**
Prerequisites: Restricted to BECA major; BECA 240, BECA 241; consent of department.

Performance training for the electronic media; exercises for improving articulation, pronunciation, interpretation, vocal quality, and communicative abilities; the international phonetic alphabet. Laboratory.

**BECA 360 Virtual Reality: 360 Video Production (Units: 3)**
Prerequisites: Restricted to upper-division standing and consent of instructor. Students should be familiar with Adobe Premiere and After Effects for the 360 post-production elements of this course.

Learn to tell stories interactively using 360-degree video and computer-generated scenes that viewers experience through virtual reality headsets. Target development platforms include the HTC Vive, Oculus Rift and Google Cardboard mobile viewers. Focused on multi-platform experiential storytelling, including uses of virtual reality such as video games. Activity. May be repeated for a total of 9 units. (Plus-minus letter grade only)

**BECA 370 Writing for the Electronic Media (Units: 3)**
Prerequisites: BECA 300GW, consent of instructor. Enrollment priority for BECA majors.

Writing scripts for video productions, television and radio programs, public service announcements, commercials, and documentaries.

**BECA 390 The Age of Information (Units: 3)**
Prerequisite: Upper division standing.

Age of information explores the historical, social, political, and personal implications of modern communication technology. Understanding how it contributes to change in our society.

**BECA 395 Close up on Electronic Media (Unit: 1)**
Prerequisite: Upper division standing or consent of instructor.

A close up look at electronic media industries in major media cities including business environments, social and impact, and marketing electronic media content. Includes the creation of a professional persona through development of personal skills for industry. Topic to be specified in Class Schedule. May be repeated for a total of 4 units as topics vary. Only 3 units of this course may count for credit in BECA major. (CR/NC grading only)

**BECA 415 Advanced Television Production Workshop (Units: 3)**
Prerequisites: BECA 240, BECA 241; consent of department and instructor.

Development and production of Television Center programming for cable or broadcast. May be repeated for a total of 6 units with consent of instructor. [CSL may be available]

**BECA 422 Social Aspects of Electronic Media (Units: 3)**
Prerequisite: Upper division standing or consent of instructor.

Functions, effects, and uses of public media; roles of media in affecting social, cultural, and political values; avenues of freedom and control in media; problems and opportunities presented by evolving media technology.

**BECA 423 Economic Aspects of Broadcasting and Electronic Media (Units: 3)**
Prerequisites: Junior standing; BECA 200; consent of instructor. Enrollment priority for BECA majors.

Business practices and interrelationships of broadcast stations, networks, advertising agencies, and cable companies; buying and selling media, programming, promotion, and legal and ethical issues.

**BECA 425 Television/Video Program Design (Units: 3)**
Prerequisite for BECA 725: BECA 700 or consent of the instructor. Prerequisites for BECA 425: Restricted to upper-division standing; BECA 200; or consent of the instructor.

The process of designing educational television series. Pre-production stages of series development. (BECA 725/BECA 425 is a paired course offering. Students who complete the course at one level may not repeat the course at the other level.)

**BECA 428 Electronic Media Management (Units: 3)**
Prerequisite: Restricted to upper division BECA majors.

Concepts, methods, and current practices in electronic media organization and management. Decision making, implementation approaches, and communication applications for the small electronic media operation. Resource allocation, facility design and operation, project management, operation scheduling, and quality control. (Plus-minus letter grade only)

**BECA 430 Advanced Audio Production I (Units: 3)**
Prerequisites: Restricted to BECA major; BECA 330; consent of department and instructor.

Audio techniques in the specialized fields of audio recording and sound reinforcement for television, film, and music recording. May be repeated for a total of 9 units. Extra fee required.

**BECA 434 Introduction to Sound for Games (Units: 3)**
Prerequisites: Restricted to upper division BECA or MUS majors, non-majors by consent of instructor. MUS 433 or familiarity with any digital audio workstation.

Training in state of the art techniques used in designing sound for various types of video games and immersive environments. Analysis of theoretical topics in the history and development of modern video game and virtual reality audio design. (This course is offered as MUS 434 and BECA 434. Students may not repeat the course under an alternate prefix.)
Beca 435 Aesthetics of Sound (Units: 3)
Prerequisites for BECA 735: Restricted to BECA graduate students; BECA 230; BECA 231 or equivalent; BECA 700 or consent of the instructor.
Prerequisites for BECA 435: BECA 230 and BECA 231 or equivalent.

Aesthetics of sound and the basic principles involved in the theoretical and critical analysis of audio in media, including radio, television, film, music and other audio-visual communication.
(BECA 735/BECA 435 is a paired course offering. Students who complete the course at one level may not repeat the course at the other level.)

Beca 440 Media Aesthetics II (Units: 3)
Prerequisites: Restricted to BECA major; BECA 240, BECA 241, BECA 340, or equivalents; consent of instructor.

Problems in applied aesthetics. Laboratory.

Beca 450 Media Performance II (Units: 3)
Prerequisites: BECA 350, consent of department or instructor.

Development and rehearsal of electronic media presentation and communication skills. Theories of the presentation of self via electronic media. Studio and laboratory practice. Strategies for management of performer, director, and crew relationships.

Beca 460 Introduction to News on Broadcast and Electronic Media (Units: 3)
Prerequisites: Upper division standing, BECA 200, or consent of instructor

Values, theories, sources, and content of radio and television newscasts. Professional roles, management, and operations of broadcast and cable news at international, national, and local levels.

Beca 462 The Television Documentary in the United States (Units: 3)
Prerequisites: Restricted to BECA major; consent of department.

History and analysis of documentary programming on American broadcast television and cable: terminology, standards, and accepted practices associated with television documentary production in the U.S.

Beca 467 On the Cultural Frontlines: Contemporary Trends in Israeli Art (Units: 3)
Prerequisite: ENG 114 or equivalent.

An examination of contemporary Israeli culture through literature, cinema, and theater. Inner conflicts and shared visions of the Israeli psyche are revealed through the arts and in conversation with Israeli artists.
(This course is offered as JS 467, BECA 467, CW 467, and TH A 467. Students may not repeat the course under an alternate prefix.)

Beca 468 Israeli Media Landscape: Journalism, Communications, and Society (Units: 3)
Prerequisite: ENG 114 or equivalent.

Introduction to Israel's media institutions and the forces that have shaped the country's present media landscape. The development of Israeli media from the birth of Hebrew-language newspapers in Europe, through the first decades of statehood, the shift towards a market economy in the 1980s, and the implications of the digital revolution on local media outlets. Topics include party press; establishment of public broadcasting and recent struggles for its reform; the rise of commercial broadcasting; and major corruption affairs.
(This course is offered as JS 468, JOUR 454, and BECA 468. Students may not repeat the course under an alternate prefix.)
BECA 505 KSFS Radio and Podcasting II (Units: 3)
Prerequisites: BECA 305 or consent of the instructor.

Students become managers and staff responsible for the daily operation of KSFS Radio and associated podcasts. Activity. May be repeated for a total of 9 units.

BECA 510 Music Performance Recording and Production (Units: 3)
Prerequisites: Restricted to BECA major; BECA 230, BECA 231; consent of department.

Student teams have responsibility for the production of weekly, on-air, stereo radio concert program featuring major campus concert performances. May be repeated for a total of 9 units.

BECA 515 Television Center Crew (Units: 3)
Prerequisites: BECA major; BECA 240, BECA 241; consent of department.

"Hands-on" experience: camera operator, lighting, technical director, audio technician, videotape recorder, floor director. Complex productions with multiple cameras, sets, and lighting set-up.

BECA 516 Television News Crew (Units: 3)
Prerequisites: Restricted to BECA major; BECA 240, BECA 241.

Production crew for Television Center newscasts; practical experience as director, technical director, floor director, camera operator, audio engineer, and in other production positions.

BECA 523 Electronic Media Distribution and Operations (Units: 3)
Prerequisites: Restricted to BECA major; BECA 200 or consent of instructor.

Factors in day-to-day electronic media operations, program scheduling, syndication, social media use, labor relations, political and legal considerations, station promotion, and advanced distribution systems. Applied practice in distribution and operation of BECA media channels. May be repeated for a total of 6 units.

BECA 530 Advanced Audio Production II (Units: 3)
Prerequisites: Restricted to BECA major; BECA 430; consent of department.

Major audio productions skills through active participation in challenging audio media productions. Audio for television, film, record production, and sound reinforcement. May be repeated for a total of 9 units. Extra fee required.

BECA 533 Advanced Music Recording Workshop (Units: 3)
Prerequisites: BECA 330, BECA 430 or equivalent.

Aesthetics of current commercial recording techniques. Studio and simulated remote live recording session. Complex mixes. Laboratories in editing and music inter-cutting.

BECA 534 Sound Design for Games (Units: 3)
Prerequisites: Restricted to upper division BECA majors; BECA 434/MUS 434; BECA 230 and BECA 335 highly recommended; or consent of instructor.

Topics include arts and techniques that are used in designing sound for various types of video games. Activity.

BECA 535 Advanced Audio for Video (Units: 3)
Prerequisites: Restricted to BECA major; BECA 335; consent of department.

Sound theory and practice as applied to post-production audio for video. Time code synchronization of sound effects, music, and dialogue. Field recording and mixing for picture. Extra fee required.

BECA 536 Creativity and Design Thinking in Electronic Media (Units: 3)
Prerequisites: Restricted to BECA majors and minors; consent of department and instructor.

Exploration of the creative process for media students. Use of multimedia, computers, and games as tools to enhance creativity and to develop problem-solving skills. Design thinking is concerned with solving problems through design. Through a process of divergent thinking, a designer will examine many possible solutions at the beginning of a process where the problem is defined prior to solving it.

BECA 545 Television Directing I (Units: 3)
Prerequisites: Restricted to BECA major; BECA 240, BECA 241; consent of department and instructor.

Creating and directing a variety of television productions. Laboratory. Extra fee required.

BECA 546 Electronic Field Production I (Units: 3)
Prerequisites: Restricted to BECA major; BECA 240, BECA 241; consent of instructor.

Technical and aesthetic elements of video field production and editing. Program conceptualization, pre-production, production, and post-production. Extra fee required.

BECA 547 Video Editing II (Units: 3)
Prerequisites: Restricted to BECA major; BECA 348; consent of department.

Developmental study of the video editing process. Focus on editing stages, editing decision making, editing styles for different program genres. Media asset management and the role of the editor in the production process. Project based course.

BECA 550 The Broadcast Interview (Units: 3)
Prerequisites: BECA 240, BECA 241, consent of department.

Interview as an essential tool for broadcast information gathering and presentation. Interview styles, question research, production approaches for television and radio, and special interview formats such as talk shows and political debates.

BECA 559 Sports Reporting for Television (Units: 3)
Prerequisites: BECA 560, BECA 546.

Specialized skills and practices of television sports journalism: writing to visuals, sports field reporting, and interviewing athletes. Emphasis on the student's ability to research and select relevant topics and issues.

BECA 560 Radio and Television News Writing (Units: 3)
Prerequisites: Restricted to BECA majors and consent of the department or the instructor.

Reporting and writing for broadcast news, writing and editing the newscast, and field reporting techniques.
BECA 561 News Reporting for Television (Units: 3)
Prerequisites: Restricted to BECA majors; BECA 240, BECA 241 and BECA 560; consent of the department.

Techniques of broadcast and cable reporting; writing for visual production; production of field reports; use of research retention techniques; and experimental use of visuals in newscasts. Extra fee required.

BECA 562 Television/Video Documentary Production (Units: 3)
Prerequisites: BECA major; BECA 462, BECA 546; consent of instructor.

Methods for the production of documentaries for broadcast and cable television. Extra fee required.

BECA 570 Writing for Electronic Media Genres (Units: 3)
Prerequisites: BECA 370, BECA 470, or consent of instructor.

Exploration of “new media” content writing, focusing on the “webisode” or short-format online episodic program. Compare traditional television script and story structure with that of online series. Explore ways how new media needs to differ from TV. Topic to be specified in the Class Schedule. May be repeated when topics vary.

BECA 576 Internship in Broadcast and Electronic Communication Arts (Units: 3)
Prerequisites: Upper division standing; restricted to BECA major; consent of department and instructor.

Internship experience in professional broadcast and electronic media organization. May be repeated for a total of 6 units. (CR/NC grading only)

BECA 580 Media in Community Service (Units: 3)
Prerequisite: BECA 546 or consent of instructor.

Use of media for public agencies and institutions and by non-profit groups; creating and placing public service announcements; developing media programs for agencies, institutions, and community groups; budgeting; grant-seeking. Fieldwork. May be repeated for a total of 6 units with consent of instructor. [CSL may be available]

BECA 581 Electronic Media and Social Justice I (Units: 3)
Prerequisites: Restricted to BECA major; BECA 546 (may be taken concurrently); or consent of instructor.

Planning and production of electronic media content for social justice goals. Community integration via domestic non-profit organizations. Preparation for production in international contexts. (Plus-minus letter grade only)

BECA 582 Electronic Media and Social Justice II (Units: 3)
Prerequisites: Restricted to BECA majors; BECA 546, BECA 581 or consent of instructor; consent of department.

Students travel to an international destination to produce a video for a Non-Governmental Organization (NGO), as service to the NGO. Activity. (Plus-minus letter grade only)

BECA 590 New Electronic Communication Technologies (Units: 3)
Prerequisites: Upper division standing; BECA major.

Innovation and change of electronic communication technologies. Technological and business developments transforming electronic media industries.

BECA 593 Interactive Electronic Media Workshop (Units: 3)
Prerequisites: Restricted to BECA major; consent of department.

Design and production of online interactive media, such as web pages, with emphasis on broadcast technologies and distribution principles.

BECA 594 Mobile Electronic Media (Units: 3)
Prerequisite: Senior BECA major.

Aspects of mobile media: business and legal environments; social and personal impact; writing for mobile, news on mobile, producing and marketing mobile content.

BECA 600 Senior Seminar (Units: 3)
Prerequisite: Senior standing.

Relationships between various academic disciplines and the broadcast media.

BECA 623 Ethics and Responsibility in the Electronic Media (Units: 3)
Prerequisite: Upper division standing.

Concept of professionalism and roles of individuals, law, and government in determining ethical standards in the electronic media.

BECA 626 Corporate and Institutional Media Production (Units: 3)
Prerequisites: BECA 546, consent of instructor.

Organization and production of television projects in corporate and institutional settings, including health care facilities and governmental agencies: employee information and training projects, teleconferencing, and live multi-camera narrowcasting.

BECA 640 Television/Video Production Planning (Units: 3)
Prerequisites: BECA major; BECA 230 and BECA 231, or BECA 240 and BECA 241, or equivalents; consent of department or instructor.

Organization and production planning of live television programs; budgets, legal clearances, scripting, casting, distribution, marketing, and logistical problems; duties of the above-the-line team. Emphasis on live coverage and distribution of television entertainment events. Laboratory.

BECA 645 Television Directing II (Units: 3)
Prerequisites: Restricted to BECA majors and minors; BECA 545

Continuation of BECA 545 with emphasis on experimental approaches to the medium. May be repeated for a total of 6 units.

BECA 646 Electronic Field Production II (Units: 3)
Prerequisites for BECA 746: BECA 546, BECA 700, and consent of instructor.

Prerequisites for BECA 646: Restricted to BECA major; BECA 546; consent of department and instructor.

Electronic field production and editing; production and analysis of field-based television program material; relationship between production variables and aesthetic practices. Extra fee required. (BECA 746/BECA 646 is a paired course offering. Students who complete the course at one level may not repeat the course at the other level.)

BECA 647 Advanced Video Production (Units: 3)
Prerequisites: BECA major; BECA 546; consent of department and instructor.

Professional-level production of announcements and messages created for a client and intended for broadcast. Production planning and effective acquisition and post production. [CSL may be available]
BECA 648 Digital Video Editing II (Units: 3)
Prerequisites: BECA major; BECA 547; consent of department and instructor.

Theoretical and practical aspects of the principles of digitizing and editing videotape. (Plus-minus letter grade only)

BECA 649 Prosumer Production: Producing Video with Micro Budgets (Units: 3)
Prerequisites: Restricted to students with upper division standing; BECA 240, BECA 241.

Examination of the tools and skills needed to engage in quality audiovisual production, with emphasis on limited budgets. Lecture, 2 units; activity, 1 unit. May be repeated for a total of 6 units.

BECA 650 TV Center Sports I (Units: 3)
Prerequisites: BECA 240, BECA 241, BECA 546, BECA 370.

Demanding advanced studio and field production, news writing, reporting, and performance. Shoot/edit sports highlights and features. Capstone course produces weekly TV program for SF media market. May be repeated for a total of 6 units.

BECA 651 Play-by-Play Sports Production (Units: 3)
Prerequisites: Restricted to BECA majors and minors; BECA 240, BECA 241, or equivalents; or consent of instructor.

Production of live sports event coverage for simulcast via the Internet, cable television, and broadcast outlets. Experience in large-scale report audio/video production activities. May be repeated for a total of 6 units.

BECA 660 Television Center News (Units: 4)
Prerequisites: Restricted to BECA major; BECA 560, BECA 561; consent of department and instructor.

Operation of a cablecast news service covering the city of San Francisco; research and production of stories for newscasts; coverage of San Francisco beats; researching, editing, and compiling of television news packages. May be repeated for a total of 8 units.

BECA 665 News Reporting and Producing for Radio (Units: 3)
Prerequisites: BECA 560, consent of department and instructor.

Basics of radio news: gathering, writing, editing, and producing news reports and features and anchoring newscasts for campus radio station KSFS. Activity.

BECA 670 Writing for Interactive Electronic Media (Units: 3)
Prerequisites: Restricted to BECA major; BECA 370; consent of instructor.

Script writer's role in the creation of interactive electronic media. Differences between conventional screen narrative and interactive story telling and information presentation.

BECA 685 Projects in the Teaching of Broadcast and Communication Arts (Units: 1-4)
Prerequisites: BECA major, consent of department and instructor.

Developing courses and lectures, leading discussions, and teaching and evaluating students of the broadcast and electronic communication arts. Teaching experiences as instructional aide in assigned BECA course. (Students may earn a maximum of 4 units toward the baccalaureate degree for any course(s) numbered 685 regardless of discipline.)

BECA 693 Interactive Electronic Media Workshop II (Units: 3)
Prerequisites: BECA major; BECA 593; consent of instructor.

Advanced workshop in design and production of on-line interactive media.

BECA 695 Practicum in Broadcast and Electronic Communication Arts (Units: 3)
Prerequisite: Consent of supervising staff and department chair.

Advanced projects in broadcast and communication arts under faculty supervision. Laboratory. May be repeated for a total of 6 units.

BECA 699 Independent Study (Units: 1-3)
Prerequisites: Upper division standing; written consent of supervising instructor, major adviser, and department chair.

Individual study, under the supervision of a faculty member selected by the student, of an aspect of broadcast and electronic communication arts not included in the curriculum.

BECA 700 Introduction to Graduate Study (Units: 4)
Prerequisite: Restricted to BECA graduate students.

Introduction to graduate study in broadcast and electronic communication. History of mass communication and electronic media theory. Academic writing, graduate-level research, and survey of BECA faculty's teaching, research and production activity. (Plus-minus letter grade only)

BECA 701 Formula and Creativity in the Public Arts (Units: 3)
Prerequisite: Restricted to BECA graduate students; BECA 700; or consent of the instructor.

The relationship between formula and creativity; theory and practice of formulas and genres, particularly in relation to the public arts; systems of criticism. (Plus-minus letter grade)

BECA 702 Ethics and Responsibility in the Electronic Media (Units: 3)
Prerequisites: Restricted to BECA graduate students; BECA 700; or consent of the instructor.

Broadcast industry self-regulatory codes of ethics and responsibility; concepts of freedom and responsibility as they relate to broadcasters, the government and the public. (Plus-minus letter grade only)

BECA 703 Seminar in Theory and Research (Units: 3)
Prerequisites: Restricted to BECA graduate students; BECA 700.

Graduate seminar in broadcast theory and research methods. (AB/NC grading only)

BECA 706 Seminar in Media Aesthetics and Production Theory (Units: 3)
Prerequisites: Restricted to BECA graduate students; BECA 700; or consent of the instructor.

Investigation of perceptual conditions and aesthetic theories that guide the interpretation, analysis, and creation of visual and sound images in the electronic media; how these theories may be creatively applied in the production process.

BECA 707 Seminar in International Broadcasting (Units: 3)
Prerequisites: Restricted to BECA graduate students; BECA 700; or consent of the instructor.

International broadcasting: research methods and theory, comparative broadcast systems, new technology, short-wave, the influence of international politics and legislation, media ownership and international broadcasting ethics.
BECA 725 Television/Video Program Design (Units: 3)
Prerequisite for BECA 725: BECA 700 or consent of the instructor.
Prerequisites for BECA 425: Restricted to upper-division standing; BECA 200; or consent of the instructor.

The process of designing educational television series. Pre-production stages of series development.
(BECA 725/BECA 425 is a paired course offering. Students who complete the course at one level may not repeat the course at the other level.)

BECA 735 Aesthetics of Sound (Units: 3)
Prerequisites for BECA 735: Restricted to BECA graduate students; BECA 230; BECA 231 or equivalent; BECA 700 or consent of the instructor.
Prerequisites for BECA 435: BECA 230 and BECA 231 or equivalent.

Aesthetics of sound and the basic principles involved in the theoretical and critical analysis of audio in media, including radio, television, film, music and other audio-visual communication.
(BECA 735/BECA 435 is a paired course offering. Students who complete the course at one level may not repeat the course at the other level.)

BECA 746 Electronic Field Production II (Units: 3)
Prerequisites for BECA 746: BECA 546, BECA 700, and consent of instructor.
Prerequisites for BECA 646: Restricted to BECA major; BECA 546; consent of department and instructor.

Electronic field production and editing; production and analysis of field-based television program material; relationship between production variables and aesthetic practices. Extra fee required.
(BECA 746/BECA 646 is a paired course offering. Students who complete the course at one level may not repeat the course at the other level.)

BECA 750 Seminar in Developing and Funding Productions for Electronic Media (Units: 3)
Prerequisites: Restricted to BECA graduate students; BECA 700; or consent of the instructor.

Development of a media project from idea to funding package, including brainstorming, research, outline, treatment and package; preparation of applications for external and internal funding from local, regional, state, federal, private and public sources. (AB/NC grading only)

BECA 752 Seminar in Broadcast and Electronic Communication Arts Pedagogy (Units: 3)
Prerequisites: Restricted to BECA graduate students; BECA 700; or consent of the instructor.

The process of curricular and instructional preparation for students who wish to teach broadcast and electronic communication arts. (Plus-minus letter grade only)

BECA 770 Media Writing and Performance (Units: 3)
Prerequisites: Restricted to BECA graduate students; BECA 700; or consent of the instructor.

Writing and performance for the electronic media; writing scripts for features, persuasive messages, informational programs, and drama; script analysis and development of performance skills for camera and microphone. (Plus-minus letter grade only)

BECA 790 Seminar in New Electronic Communication Technologies (Units: 3)
Prerequisites: Graduate standing; BECA 700; consent of instructor.

Evolving communication technologies: cable television, digital broadcasting, satellite transmission, video telephony, the Internet. Hardware, software, and social integration issues.

BECA 797 Seminar in Electronic Media Production (Units: 3)
Prerequisites: Restricted to BECA graduate students; BECA 700; and consent of the instructor.

This class is for active or prospective producers of nonfiction for television, radio, and net. This is a laboratory course where participants share rough drafts of their projects for critiques; discuss production challenges, scripting and design challenges, and logistical challenges. Topics to be specified in the Class Schedule. May be repeated for a total of 6 units as topics vary.

BECA 822 Seminar in Media and Society (Units: 3)
Prerequisites: Restricted to BECA graduate students; BECA 700; or consent of the instructor.

Social implications of broadcasting and electronic media; theoretical and methodological issues surrounding electronic media processes and effects; effects of electronic media on cultural and social institutions. May be repeated for a total of 6 units when topics vary. (Plus-minus letter grade only)

BECA 852 Directed Experience in Broadcast and Electronic Communication Arts Education (Units: 3)
Prerequisites: Restricted to BECA graduate students; BECA 700; and consent of the graduate program adviser, sponsoring faculty member, and department chair.

Directed experience in teaching the broadcast communication arts. Students assist in course preparation and instruction and receive supervision from the instructor in charge. (Plus-minus letter grade only)

BECA 870 Seminar in Television Dramatic Writing (Units: 3)
Prerequisites: Restricted to BECA graduate students; BECA 700; or consent of the instructor.

Writing the teleplay: premise, character, conflict, dialogue and structure and how these elements are influenced by television as a unique dramatic medium. (Plus-minus letter grade only)

BECA 894 Creative Work Project (Units: 3)
Prerequisites: Consent of instructor and department chair; approval of Advancement to Candidacy (ATC) and Culminating Experience (CE) forms by Graduate Studies; BECA 897.

ATC and Proposal for Culminating Experience Requirement forms must be approved by the Graduate Division before registration. (CR/NC grading only)

BECA 896 Readings for the Written Comprehensive Examination (Units: 3)
Prerequisites: Restricted to BECA graduate students; completion of the academic program; and consent of the graduate major adviser.

Readings and discussion concerning principles, issues, and theories in mass communication research, criticism, aesthetics and production. Culminates in the written comprehensive examination. (CR/NC, RP)
BECA 896EXM Culminating Experience Examination (Units: 0-3)
Prerequisites: Consent of instructor, committee chair; approval of Advancement to Candidacy (ATC); and Culminating Experience (CE) forms by Graduate Studies.

ATC and Proposal for Culminating Experience Requirement forms must be approved by the Graduate Division before registration. Enrollment in 896EXAM required for students whose culminating experience consists of an examination only. Not for students enrolled in a culminating experience course numbered 892, 893, 894, 895, 898, or 998, (or in some cases, courses numbered 890 - see program's graduate advisor for further information). (CR/NC, RP)

BECA 897 Research for Thesis and Creative Project Proposals (Units: 3)
Prerequisites: Restricted to BECA graduate students; completion of the academic program; consent of the graduate coordinator.

Preparation of a proposal for a master's thesis or creative project under the supervision of the instructor and thesis committee. (CR/NC grading only)

BECA 898 Master's Thesis (Units: 3)
Prerequisites: Consent of instructor and department chair; approval of Advancement to Candidacy (ATC) for the Master of Arts and Culminating Experience (CE) forms by Graduate Studies, BECA 897.

ATC and Proposal for Culminating Experience Requirement forms must be approved by the Graduate Division before registration. (CR/NC, RP)

BECA 899 Independent Study (Units: 1-3)
Prerequisites: Consent of graduate major adviser, supervising instructor, and department chair.

Problems in broadcast communication arts for graduate students who have demonstrated the ability to do independent work. May be repeated for a total of 6 units.