MASTER OF ARTS
IN BROADCAST
AND ELECTRONIC
COMMUNICATION ARTS

Information about the SF State Master of Arts in Broadcast and Electronic Communication Arts can be found on the department’s website: http://beca.sfsu.edu/content/graduate-studies.

Admission to Program

Applications for graduate study in Broadcast and Electronic Communication Arts (BECA) at San Francisco State University should be submitted through Cal State Apply (https://www2.calstate.edu/apply/). Applicants must meet all University requirements for admission, which includes a bachelor’s degree from a regionally accredited college or university with a GPA of 3.0 or better. Specific language and degree requirements for international students are described in the SF State Division of Graduate Studies website (http://grad.sfsu.edu/content/international-students).

Graduate students are accepted to the BECA MA program twice a year, however, the program is optimized for students who begin in the fall semester. Spring admission is best for students whose undergraduate degree is in a different academic discipline and require prerequisite coursework.

The BECA Department Graduate Admissions Committee meets three times to review applications for the Fall semester. Applications that are completed by February 1 are considered in the first round of reviews. These applicants are notified of the department’s recommendations for their admission in March. If seats remain available in the program, the committee will consider applicants who complete their applications by March 1. These applicants are notified of the department’s recommendation for their admission in April. During the final meeting, the Graduate Admissions Committee will consider applicants who complete their applications by April 15. These applicants are notified of the department’s recommendation for their admission in early May.

Applications for the spring semester are due on October 15. These applicants are notified about the department’s recommendation for their admission in November.

The official notice of admission status is forwarded to the applicant by the University’s Division of Graduate Studies.

Prospective graduate students should prepare their application materials in advance before starting the online Cal State Apply application.

Required application materials include:

1. A CV or resume
2. Applicant’s statement of purpose in pursuing the M.A. degree
3. Three letters of recommendation, at least one of which should be from a former teacher
4. A 500-word writing sample
5. Transcripts of all previous college work. Applicants must upload legible unofficial copies of transcripts from each college or university attended. This includes study abroad coursework, or community college coursework, even if this coursework appears as transfer credit appears on your degree transcript. Full academic disclosure is required. Photographs or screenshots of transcripts will be rejected. An incomplete academic history will significantly delay the review of your application. The Division of Graduate Studies may request official transcripts from you at any point during the application review process. Applicants selected for admission will be required to submit official transcripts to the Division of Graduate Studies to secure your offer of admission.
6. Current Graduate Record Examination (GRE) scores are encouraged, but not required. Scores must be submitted to both the University and the department. A minimum GRE Analytical Writing score of 4.5 is one method students may meet the department’s Level One writing requirement

The SF State Division of Graduate Studies website includes tips for effectively organizing your materials for submission to Cal State Apply:

• Domestic Applicants: (http://grad.sfsu.edu/content/prospective/domestic/domestic-application-submission)
• International Applicants: (http://grad.sfsu.edu/content/international-students)

Although undergraduate preparation in media or communication is desirable, students from other academic disciplines who have demonstrated an interest in the electronic media are encouraged to apply. Students with different academic backgrounds may be required to take up to 14 units of undergraduate courses as prerequisites. Prerequisite coursework will be determined upon consultation with the graduate coordinator. It may include BECA 200, BECA 340, and one introductory production sequence (either BECA 230 and BECA 231 or BECA 240 and BECA 241), or equivalents. Students who choose a creative project involving production as their culminating experience may be required to take both audio and video production (BECA 230 and BECA 231 plus BECA 240 and BECA 241). These prerequisites may not be used as part of the Advancement to Candidacy.

Students are admitted to the program in conditionally classified status. Students must advance to classified status by:

1. Completing or demonstrating knowledge of the content of the prerequisite courses;
2. Completing BECA 700 with a grade of B or better;
3. Demonstrating Level One Written English Proficiency (see below); AND
4. Submitting the Advancement to Candidacy (ATC) form to the SF State Division of Graduate Studies.

Written English Proficiency Requirement

Each graduate student must demonstrate the ability to write standard American English correctly and effectively. To assure that each graduate student has the desired proficiency in written English, two distinct assessments are made:

Level One (Preadmission)

Level One writing is demonstrated with an Analytical Writing score on the GRE of 4.5 or higher. Students who fail to demonstrate Level One writing preadmission may be admitted conditionally but will be required to take
a department-administered writing test during the first week of their first
semester. If they fail to pass this writing test, they will be required to take
remedial writing courses before enrolling in 700-level or 800-level courses
other than BECA 700 and BECA 702. The remedial writing classes cannot
be used on the ATC. This requirement may delay the student’s progress
through the program.

Level Two
Advanced level of writing proficiency is demonstrated by successfully
completing the master’s written comprehensive examination, the
master’s thesis, or the creative project.

International Students
The department welcomes applications from international students.
Many distinguished alumni of the program are working in media
industries around the world. International students should note the
special requirements that pertain to them presented on these pages.
Questions should be directed to the BECA graduate coordinator, the
Office of International Programs or the Division of Graduate Studies.

Advancement to Candidacy
To advance to candidacy, applicants must be in classified graduate
standing and have an approved ATC form on file.

Broadcast and Electronic Communication Arts
(M.A.) — Minimum 30 units
Core Requirements (16 units)

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>BECA 700</td>
<td>Introduction to Graduate Study (taken in first fall semester)</td>
<td>4</td>
</tr>
<tr>
<td>BECA 701</td>
<td>Formula and Creativity in the Public Arts</td>
<td>3</td>
</tr>
<tr>
<td>BECA 702</td>
<td>Ethics and Responsibility in Electronic Media</td>
<td>3</td>
</tr>
<tr>
<td>BECA 706</td>
<td>Seminar in Media Aesthetics and Production Theory</td>
<td>3</td>
</tr>
<tr>
<td>BECA 822</td>
<td>Seminar in Media and Society</td>
<td>3</td>
</tr>
</tbody>
</table>

Other Requirements (11 units)
Electives must be approved by the graduate advisor.

Culminating Experience (3 units)

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>Select one of the following:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Creative Project</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BECA 894</td>
<td>Creative Work Project ¹</td>
<td>3</td>
</tr>
<tr>
<td>Written Comprehensive Examination</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BECA 896 &amp; 896EXM</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BECA 896</td>
<td>Readings for the Written Comprehensive Examination and Culminating Experience Examination</td>
<td>3</td>
</tr>
<tr>
<td>BECA 898</td>
<td>Master’s Thesis ¹</td>
<td>3</td>
</tr>
</tbody>
</table>

¹ Requires BECA 897 as a prerequisite. BECA 897 may be used for up
to 3 units of elective credit in the ATC.

The minimum requirement for graduation is 30 units. Because
of individual student background, needs, interests, and advisor
recommendations, the graduate student may be required to complete
more than 30 units.

Students must consult with an advisor before determining which one of
three culminating experience options they will pursue.

Master’s Thesis
Students who pursue the master’s thesis option must complete a written
master’s thesis, a scholarly document that reports on some kind of
original research. The research builds upon theory, and addresses one
or more research questions or tests one or more hypotheses. Research
questions or hypotheses reflect a scope appropriate for M.A. level work.
Research methods are selected for their appropriateness to the question
or problem at hand.

Master’s Written Comprehensive Examination
Students who pursue the examination option must complete a written
comprehensive examination while they are enrolled in BECA 896 and
BECA 896EXM. The examination will be created by a committee that
is appointed by the instructor of BECA 896. A candidate who fails the
written comprehensive examination may re-take it once.

Master’s Creative Project
Students who pursue the creative project option must execute a project,
the scope of which is defined by the student in collaboration with a
committee of three faculty members, and prepare a written document to
accompany the project. The project may take the form of a production
created for the broadcast or electronic media, a script for such a
production, or another type of product that employs the broadcast or
electronic media. The accompanying document provides an introduction;
a statement of the project’s significance, value, and objectives; a
literature review; a description of the creative methodology employed;
a discussion of the completed project; a conclusion; and a production
appendix. The faculty may require additional coursework to demonstrate
evidence of ability to complete a creative project.