

# BROADCAST AND ELECTRONIC COMMUNICATION ARTS (BECA)

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## BECA 200 Introduction to Electronic Communication (Units: 3)

Prerequisite: Priority enrollment for BECA majors.

Evolution of the major electronic media institutions of radio, television, and cable as social, political, economic, and vocational forces in American society. Impact and development of new electronic communication technologies.

## BECA 201 Life on TV: A Critical View (Units: 3)

Elements of basic kinds of television programs: drama, sports, comedy, documentary, and variety. Critical criteria for evaluating programs.

### Course Attributes:

- C2: Humanities
- Am. Ethnic & Racial Minorities

## BECA 230 Audio Production Basics (Units: 3)

Prerequisites: Restricted to Broadcast & Electronic Communication Arts majors; concurrent enrollment in 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 Broadcast & Electronic Communication Arts majors; concurrent enrollment in BECA 230\*.

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

## BECA 235 Digital Media Basics (Units: 3)

Fundamentals of digital communication technologies and their application in audio, radio, television, and interactive media.

### Course Attributes:

- C1: Arts

## BECA 240 TV Studio Basics (Units: 3)

Prerequisites: Restricted to Broadcast & Electronic Communication Arts majors; concurrent enrollment in BECA 241\*.

Use of television equipment and facilities including 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 Broadcast & Electronic Communication Arts majors; concurrent enrollment in BECA 240\*.

Laboratory focusing on the use of television equipment and facilities. Activity. Extra fee required.

## BECA 246 Electronic Field Production I (Units: 3)

Prerequisite: Restricted to Broadcast & Electronic Communication Arts majors or consent of the instructor.

Technical and aesthetic elements of video field production and editing. Program conceptualization, pre-production, production, and post-production. Activity. Extra fee required. [Formerly 546]

## 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. Covers a wide scope of the entertainment arts including film, animation, music, dance, theater, gaming, and immersive storytelling technologies.

## BECA 300GW Broadcast and Electronic Communication Arts Research - GVAR (Units: 3)

Prerequisites: Priority enrollment for BECA majors; GE Area A2.

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)

Prerequisites: GE Areas A1, A2, A3, and B4 or consent of the instructor.

Examination of electronic media content, effects, and influence on individuals and groups. Development of analytical and critical skills necessary to become a discerning user of television, radio, music, and the 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 including. Development of skills used in the daily operation of a radio station including programming, scheduling, and planning. Activity.

## BECA 310 Sonic Storytelling with Radio and Podcasting (Units: 3)

Prerequisites: BECA majors; BECA 230 and BECA 231; or consent of the 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)

Prerequisites: 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 Electronic Media (Units: 3)**

Prerequisites: Priority Enrollment for Broadcast & Electronic Communication Arts Majors; BECA 200; or consent of the instructor.

Legal and regulatory aspects of electronic media with a focus on the 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 upper-division standing or consent of the instructor.

Student participation with American and foreign broadcasters, international concerns, new communication technologies, program exchange, and 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 Broadcast & Electronic Communication Arts majors; BECA 230, BECA 231; or consent of the instructor.

Radio and television production including in-studio recording on multi-channel recording consoles. Use of board equalization, reverberation systems, graphic equalizers, limiters, and the art of overdubbing. Activity.

**BECA 335 Audio for Video (Units: 3)**

Prerequisites: Restricted to Broadcast & Electronic Communication Arts majors; BECA 230, BECA 231; or consent of the instructor.

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

**BECA 340 Media Aesthetics I (Units: 3)**

Prerequisites: Sophomore standing or above; priority enrollment for BECA majors; or consent of the instructor.

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

**BECA 348 Video Editing I (Units: 3)**

Prerequisites: Restricted to Broadcast & Electronic Communication Arts majors; BECA 240, BECA 241; or consent of the instructor.

Introduction to major aesthetic and technical considerations in video editing and practical applications in electronic media production. Activity.

**BECA 350 Media Performance I (Units: 3)**

Prerequisites: Restricted to Broadcast & Electronic Communication Arts majors; BECA 240, BECA 241; or consent of the instructor.

Performance training for electronic media. Exercises for improving articulation, pronunciation, interpretation, vocal quality, and communicative abilities. The international phonetic alphabet. Activity.

**BECA 351 The Art of Voiceover (Units: 3)**

Prerequisites: BECA 230 and BECA 231; consent of the instructor.

Performance, production, and analysis of voiceovers, including various techniques and professional best practices; designed for further exploration into the vibrant world of voice acting & directing. Activity. (Plus-minus ABC/NC, CR/NC allowed)

**BECA 360 Virtual Reality: 360 Video Production (Units: 3)**

Prerequisites: Restricted to upper-division standing; BECA 348\*; or consent of the instructor.

Learn to tell stories interactively using 360-degree video and computer-generated scenes that viewers experience through virtual reality headsets. Focused on multi-platform experiential storytelling. Activity. (Plus-minus letter grade only) [CSL may be available]

**BECA 370 Writing for Electronic Media (Units: 3)**

Prerequisites: Restricted to Broadcast & Electronic Communication Arts majors; BECA 300GW; or consent of the instructor.

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.

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

**BECA 395 Close Up on Electronic Media (Unit: 1)**

Prerequisite: Upper-division standing or consent of the instructor.

A close up look at electronic media practices including specialized production techniques and performance, business environments, social impact, and marketing electronic media content. Topics to be specified in the Class Schedule. May be repeated for a total of 4 units when topics vary. Only 3 units may count towards the BECA major. (CR/NC grading only)

**BECA 415 Advanced Television Production Workshop (Units: 3)**

Prerequisites: BECA 240, BECA 241; or consent of the instructor.

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

**BECA 422 Social Aspects of Electronic Media (Units: 3)**

Prerequisites: GE Areas A1, A2, A3, and B4 or consent of the instructor.

Functions, effects, and uses of public media. The 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.

**Course Attributes:**

- UD-D: Social Sciences

**BECA 423 Economic Aspects of Broadcasting and Electronic Media (Units: 3)**

Prerequisites: Restricted to Broadcast & Electronic Communication Arts majors; BECA 200; or consent of the instructor.

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 and 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 Broadcast & Electronic Communication Arts 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 Broadcast & Electronic Communication Arts Majors; BECA 330; or consent of the 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 Broadcast & Electronic Communication Arts and Music majors; BECA 230 and BECA 231; or MUS 242; or demonstrated 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 graduate Broadcast & Electronic Communication Arts students or consent of the instructor.  
Prerequisites for BECA 435: Restricted to upper-division Broadcast & Electronic Communication Arts majors; BECA 230 and BECA 231 or consent of the instructor.

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 Broadcast & Electronic Communication Arts majors; BECA 340; or consent of the instructor.

Problems in applied aesthetics. Activity.

**BECA 450 Media Performance II (Units: 3)**

Prerequisites: BECA 350; consent of the 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. Activity.

**BECA 460 Industry of Broadcast News (Units: 3)**

Prerequisite: BECA 200 or consent of the instructor.

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

**BECA 462 The Television Documentary in the United States (Units: 3)**

Prerequisite: Upper-division standing.

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

**BECA 463 Ethics and Responsibility in the Electronic Media (Units: 3)**

Prerequisite: Upper-division standing.

The concept of professionalism and roles of individuals, law, and government in determining ethical standards in electronic media. [Formerly BECA 623]

**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, C W 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 the party press, establishment of public broadcasting and recent struggles for its reform, 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 469 Media on Media: Media Scandals and Journalism Ethics in Israel, the US, and UK (Units: 3)**

Prerequisite: GE Area A2.

Legal, ethical, and normative questions in the work of journalists and media organizations are examined in case studies from Israel, the US, and the UK by analyzing the media's relationships with the political arena, the private sector, and security forces. Topics include libel suits, source protection, and advertising boycotts; appropriate means for monitoring and regulating the media; and the significance of media self-reflection and transparency in the digital age. (This course is offered as JS 469, BECA 469, and JOUR 469. Students may not repeat the course under an alternate prefix.)

**BECA 470 Dramatic Writing for Television and Electronic Media (Units: 3)**

Prerequisites: BECA 370; consent of the instructor.

Television as a unique medium for drama. The limitations and potentialities of the medium in relation to form, style, timing, characterization, and story selection.

**BECA 485 Women and Media (Units: 3)**

Prerequisites: GE Areas A1, A2, A3, and B4 or consent of the instructor.

Analytic modes, including feminist, psychoanalytic, and economic criticism, to assess both how women are represented in mass media and the status of women employed in mass media.

(This course is offered as BECA 485 and WGS 485. Students may not repeat the course under an alternate prefix.)

**Course Attributes:**

- UD-C: Arts and/or Humanities
- Am. Ethnic & Racial Minorities
- Social Justice

**BECA 487 Children and Television (Units: 3)**

Prerequisite: Upper-division standing.

How children use and are affected by mass media, particularly television. Theory and research describing children and television. Role of television in children's development.

(This course is offered as BECA 487 and ITEC 487. Students may not repeat the course under an alternate prefix.)

**BECA 488 Asian Media (Units: 3)**

Prerequisite: Upper-division standing.

Critical, theoretical, and cultural analysis of China, India, and Japan. Aesthetics of aural and visual representations in Asian television and cinema productions.

**BECA 490 Television and Social Change (Units: 3)**

Prerequisite: Upper-division standing.

Nature of social change including television's potential, or lack of potential, to bring about social change, the role of television in achieving that change, and critique of relevant programming intended to effect change. (Plus-minus letter grading only)

**BECA 500 International Broadcasting (Units: 3)**

Prerequisite: Upper-division standing.

Broadcast systems of the world including developed and developing nations. Programming of many cultures, the role of satellites in promoting the exchange of programs, the relationship between governments, societies, and the media, and issues in international communication.

**BECA 502 Environmental Communication on Electronic Media (Units: 3)**

Prerequisites: GE Areas A1, A2, A3, and B4 or consent of the instructor.

Representation of environmental issues in electronic media including radio, television, and the Internet. Strategies for using electronic media to communicate environmental topics.

**Course Attributes:**

- UD-C: Arts and/or Humanities
- Environmental Sustainability
- Social Justice

**BECA 505 KSFS Radio and Podcasting II (Units: 3)**

Prerequisite: 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 Broadcast & Electronic Communication Arts majors; BECA 230 and BECA 231; or consent of the instructor.

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

**BECA 515 Television Center Crew (Units: 3)**

Prerequisites: Restricted to Broadcast & Electronic Communication Arts majors; BECA 240 and BECA 241; or consent of the instructor.

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

**BECA 516 Television News Crew (Units: 3)**

Prerequisites: Restricted to BECA majors; BECA 240 and BECA 241.

Hands-on experience as the production crew for Television Center newscasts. Practical experience as a director, technical director, floor director, camera operator, audio engineer, and other production positions. Activity.

**BECA 523 Electronic Media Distribution and Operations (Units: 3)**

Prerequisites: Restricted to Broadcast & Electronic Communication Arts majors; BECA 200; or consent of the 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 Broadcast & Electronic Communication Arts media channels. May be repeated for a total of 6 units.

**BECA 530 Advanced Audio Production II (Units: 3)**

Prerequisites: Restricted to Broadcast & Electronic Communication Arts majors; BECA 430; or consent of the instructor.

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

**BECA 533 Advanced Music Recording Workshop (Units: 3)**

Prerequisites: BECA 330 and BECA 430 or equivalents.

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

**BECA 534 Sound Design for Games (Units: 3)**

Prerequisites: Restricted to Broadcast & Electronic Communication Arts majors; BECA 434; BECA 230 and BECA 335 recommended; or consent of the 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 Broadcast & Electronic Communication Arts majors; BECA 335; or consent of the instructor.

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

**BECA 536 Creativity and Design Thinking in Electronic Media (Units: 3)**

Prerequisite: Upper-division standing or consent of the 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 before solving it.

**BECA 545 Television Directing I (Units: 3)**

Prerequisites: BECA 240 and BECA 241; or consent of the instructor.

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

**BECA 547 Video Editing II (Units: 3)**

Prerequisites: Restricted to Broadcast & Electronic Communication Arts majors; BECA 348; or consent of the instructor.

The developmental study of the video editing process with a focus on editing stages, editing decision making, and editing styles for different program genres. Media asset management and the role of the editor in the production process. Project-based course. Activity.

**BECA 550 The Broadcast Interview (Units: 3)**

Prerequisites: BECA 240 and BECA 241 or consent of the instructor.

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. Activity.

**BECA 559 Sports Reporting for Television (Units: 3)**

Prerequisites: BECA 246 and BECA 560; or consent of the instructor.

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

**BECA 560 Radio and Television News Writing (Units: 3)**

Prerequisite: Upper-division standing or consent of 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 Broadcast & Electronic Communication Arts majors; BECA 240, BECA 241, and BECA 560; or consent of the instructor.

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

**BECA 562 Television & Video Documentary Production (Units: 3)**

Prerequisites: Restricted to Broadcast & Electronic Communication Arts majors; BECA 246 and BECA 462; or consent of the instructor.

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

**BECA 570 Writing for Electronic Media Genres (Units: 3)**

Prerequisite: Upper-division standing.

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 the online series. Explore ways how new media needs to differ from TV. Topics to be specified in the Class Schedule.

**BECA 576 Internship in Broadcast and Electronic Communication Arts (Units: 3)**

Prerequisites: Restricted to upper-division Broadcast & Electronic Communication Arts majors or consent of the instructor; 3.0 minimum GPA required.

Internship experience in professional broadcast and electronic media organization. Lecture, 2 units; activity, 1 unit. May be repeated for a total of 6 units. (CR/NC grading only)

**BECA 580 Media in Community Service (Units: 3)**

Prerequisite: BECA 246 (may be taken concurrently) or consent of the instructor.

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

**BECA 581 Electronic Media and Social Justice I (Units: 3)**

Prerequisite: BECA 246 (may be taken concurrently) or consent of the 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. Activity. (Plus-minus letter grade only)

**BECA 582 Electronic Media and Social Justice II (Units: 3)**

Prerequisites: BECA 246 and BECA 581; or consent of the instructor.

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: Restricted to upper-division Broadcast & Electronic Communication Arts majors.

Innovation and changes in electronic communication technologies. Technological and business developments that are transforming electronic media industries.

**BECA 593 Interactive and Transmedia Electronic Media Workshop (Units: 3)**

Prerequisite: Upper-division standing.

Design and production of online interactive transmedia with an emphasis on broadcast technologies and distribution principles. Activity.

**BECA 594 Mobile Electronic Media (Units: 3)**

Prerequisite: Restricted to upper-division Broadcast & Electronic Communication Arts majors or consent of the instructor.

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

**BECA 600 Senior Seminar (Units: 3)**

Prerequisite: Restricted to senior standing or consent of the instructor.

Relationships between various academic disciplines and the broadcast media.

**BECA 626 Corporate and Institutional Media Production (Units: 3)**

Prerequisite: BECA 246 or consent of the instructor.

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

**BECA 640 Television and Video Production Planning (Units: 3)**

Prerequisites: Restricted to Broadcast & Electronic Communication Arts majors; BECA 230 and BECA 231 or BECA 240 and BECA 241; or consent of the 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. Activity.

**BECA 645 Television Directing II (Units: 3)**

Prerequisite: BECA 545 or consent of the instructor.

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

**BECA 646 Electronic Field Production II (Units: 3)**

Prerequisites for BECA 746: BECA 700 or consent of the instructor.

Prerequisites for BECA 646: Restricted to upper-division Broadcast & Electronic Communication Arts majors with a GPA of 3.0; BECA 246; or consent of the instructor.

Electronic field production and editing. Production and analysis of field-based television program material. The relationship between production variables and aesthetic practices. Activity. 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: Restricted to Broadcast & Electronic Communication Arts majors; BECA 246; or consent of the instructor.

Professional-level production of announcements and messages created for a client and intended for broadcast. Production planning, effective acquisition, and post-production. Activity. [CSL may be available]

**BECA 648 Digital Video Editing II (Units: 3)**

Prerequisites: Restricted to Broadcast & Electronic Communication Arts majors; BECA 348; or consent of the 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 upper-division standing; BECA 240 and BECA 241; or consent of the instructor.

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

**BECA 650 TV Center Sports I (Units: 3)**

Prerequisites: Restricted to Broadcast & Electronic Communication Arts majors; BECA 240, BECA 241, BECA 246, and BECA 560; or consent of the instructor.

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

**BECA 651 Live Sports Production (Units: 3)**

Prerequisites: Restricted to Broadcast & Electronic Communication Arts majors; BECA 240 and BECA 241; or consent of the instructor.

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

**BECA 660 Television Center News (Units: 4)**

Prerequisites: BECA 560 and BECA 561 or consent of the 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, and researching, editing, and compiling of television news packages. Activity. May be repeated for a total of 8 units.

**BECA 665 News Reporting and Producing for Radio (Units: 3)**

Prerequisite: BECA 560 or consent of the instructor.

Basics of radio news including 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)**

Prerequisite: Restricted to upper-division standing.

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

**BECA 685 Projects in the Teaching of Broadcast and Communication Arts (Units: 1-4)**

Prerequisite: Restricted to upper-division Broadcast & Electronic Communication Arts majors or consent of the instructor.

Developing courses and lectures, leading discussions, and teaching and evaluating students in the Broadcast & Electronic Communication Arts. Teaching experiences as an instructional aide in an assigned Broadcast & Electronic Communication Arts 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)**

Prerequisite: BECA 593 or consent of the instructor.

Advanced workshop in the design and production of online interactive media. Activity.

**BECA 695 Practicum in Broadcast and Electronic Communication Arts (Units: 3)**

Prerequisites: Restricted to upper-division Broadcast & Electronic Communication Arts majors; consent of the supervising instructor and department chair.

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

**BECA 699 Independent Study (Units: 1-3)**

Prerequisites: Restricted to upper-division standing; consent of the supervising instructor and department chair; GPA of 3.0 or better.

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. May be repeated for a total of 6 units.

**BECA 700 Introduction to Graduate Study (Units: 3)**

Prerequisite: Restricted to graduate Broadcast & Electronic Communication Arts students.

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

**BECA 701 Formula and Creativity in the Public Arts (Units: 3)**

Prerequisite: BECA 700 or consent of the instructor.

The relationship between formula and creativity. The 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 Electronic Media (Units: 3)**

Prerequisite: BECA 700 (may be taken concurrently) or consent of the instructor.

Broadcast industry self-regulatory codes of ethics and responsibility including 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)**

Prerequisite: BECA 700 or consent of the instructor.

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

**BECA 706 Seminar in Media Aesthetics and Production Theory (Units: 3)**

Prerequisite: 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 and how these theories may be creatively applied in the production process.

**BECA 707 Seminar in International Broadcasting (Units: 3)**

Prerequisite: BECA 700 or consent of the instructor.

International broadcasting including 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 and 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 graduate Broadcast & Electronic Communication Arts students or consent of the instructor.  
Prerequisites for BECA 435: Restricted to upper-division Broadcast & Electronic Communication Arts majors; BECA 230 and BECA 231 or consent of the instructor.

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 700 or consent of the instructor.  
Prerequisites for BECA 646: Restricted to upper-division Broadcast & Electronic Communication Arts majors with a GPA of 3.0; BECA 246; or consent of the instructor.

Electronic field production and editing. Production and analysis of field-based television program material. The relationship between production variables and aesthetic practices. Activity. 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)**

Prerequisite: 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)**

Prerequisite: 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)**

Prerequisite: BECA 700 or consent of the instructor.

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

**BECA 790 Seminar in New Electronic Communication Technologies (Units: 3)**

Prerequisite: BECA 700 or consent of the instructor.

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

**BECA 797 Seminar in Electronic Media Production (Units: 3)**

Prerequisite: BECA 700 or consent of the instructor.

Laboratory course where rough drafts of projects are shared for critiques. Includes discussions of production, scripting and design, and logistical challenges. Topics to be specified in the Class Schedule.

**BECA 822 Seminar in Media and Society (Units: 3)**

Prerequisite: BECA 700 or consent of the instructor.

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

**BECA 852 Directed Experience in Broadcast and Electronic Communication Arts Education (Units: 3)**

Prerequisites: Restricted to graduate Broadcast & Electronic Communication Arts students; BECA 700; or consent of the graduate program advisor and sponsoring faculty member.

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

**BECA 870 Seminar in Television Dramatic Writing (Units: 3)**

Prerequisite: 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: BECA 897; consent of the instructor and department chair; approval of Advancement to Candidacy (ATC) and Culminating Experience (CE) forms by Graduate Studies before registration.

(CR/NC grading only)

**BECA 896 Readings for the Written Comprehensive Examination (Units: 3)**

Prerequisites: Restricted to graduate BECA students; completion of all other program requirements; 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 the instructor and committee chair; approval of Advancement to Candidacy (ATC) and Culminating Experience (CE) forms by Graduate Studies before enrollment.

Required for students satisfying their culminating experience requirement with the examination option. Not for students enrolled in a culminating experience courses BECA 894 or BECA 898. Consult a graduate advisor for further information. (CR/NC, RP)

**BECA 897 Research for Thesis and Creative Project Proposals (Units: 3)**

Prerequisites: Restricted to graduate BECA students; completion of all other program requirements; 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: BECA 897; consent of the instructor and department chair; approval of Advancement to Candidacy (ATC) for the Master of Arts and Culminating Experience (CE) forms by Graduate Studies before enrollment.

(CR/NC, RP)

**BECA 899 Independent Study (Units: 1-3)**

Prerequisite: Consent of the graduate major adviser, supervising instructor, and department chair.

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