

BROADCAST AND ELECTRONIC COMMUNICATION ARTS

College of Liberal & Creative Arts

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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 course work 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 on-line 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 on-line and is distributed 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 in 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.

Professors

Barsotti, Blosser, Dunaway, Gonzalez, Khani, Patterson, Reist, Shrivastava, Wolf, Zhang

Associate Professors

Camacho, Drennan, Ibrahim, Jacoby, M. Smith

Assistant Professors

Cha, Clemens, Guerra

Majors

- Bachelor of Arts in Broadcast and Electronic Communication Arts (bulletin.sfsu.edu/past-bulletin-archive/2016-2017/colleges/liberal-creative-arts/broadcast-electronic-communication-arts/ba-broadcast-electronic-communication-arts)

Masters

- Master of Arts in Broadcast and Electronic Communication Arts (bulletin.sfsu.edu/past-bulletin-archive/2016-2017/colleges/liberal-creative-arts/broadcast-electronic-communication-arts/ma-broadcast-electronic-communication-arts)

BECA 200 Introduction to Electronic Communication (Units: 3)

Enrollment priority given to 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 I (Units: 3)

Prerequisites: BECA major and departmental consent. 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. Extra fee required.

BECA 231 Audio Laboratory (Unit: 1)

Prerequisites: BECA major and departmental consent. 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 given to 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: BECA major and departmental consent. 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. Extra fee required.

BECA 241 Video Laboratory (Unit: 1)

Prerequisites: BECA major and departmental consent. Must be taken concurrently with BECA 240.

Extra fee required.

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

Prerequisite: 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: Upper division standing.

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 Guerilla Media Project. (Plus-minus letter grade only)

Course Attributes:

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

BECA 305 KSFS Radio I (Units: 3)

Prerequisite: Upper division standing or consent of instructor.

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

BECA 310 Radio Production (Units: 3)

Prerequisites: BECA 230, BECA 231; BECA major; and consent of instructor.

Analysis and production of radio programs; experimental approaches designed to explore the potential of radio. Laboratory.

BECA 321 Critical Study of Popular Culture (Units: 3)

Prerequisite: Upper division standing or consent of 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 given to BECA majors.

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

BECA 327 Broadcast Industry Symposium (Unit: 1)

Prerequisite: Upper division standing or consent of 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 four units. (CR/NC grading only)

BECA 330 Audio Production II (Units: 3)

Prerequisites: BECA 230, BECA 231, or equivalents; BECA major; 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: BECA 230/BECA 231; BECA major; departmental consent.

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

BECA 340 Media Aesthetics I (Units: 3)

Prerequisite: Sophomore standing or above or consent of instructor. Enrollment priority given to 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: Consent of department; BECA 240 and BECA 241.

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: BECA 240, BECA 241; BECA major; departmental consent.

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

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

Prerequisites: BECA 300GW and consent of instructor; enrollment priority given to 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. It will include 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; and 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; consult index for page reference.]

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; and consent of instructor. Enrollment priority given 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)

Prerequisites for BECA 425: Junior standing; BECA 200; or consent of instructor.

Prerequisite for BECA 725: BECA 700 or consent of instructor.

Process of designing educational television series. Pre-production stages of series development.

(BECA 425/BECA 725 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)

Prerequisites: Upper division standing; BECA major.

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: BECA 330; BECA major; 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 435 Aesthetics of Sound (Units: 3)

Prerequisites for BECA 435: BECA 230/BECA 231 or equivalent.

Prerequisites for BECA 735: BECA 230/BECA 231 or equivalent, and BECA 700 or consent of instructor.

Aesthetics of sound and the basic principles involved in theoretical and critical analysis of audio in media, including radio, television, film, music, and other audio-visual communication.

(BECA 435/BECA 735 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: BECA 240, BECA 241, BECA 340, or equivalents; BECA major; and consent of instructor.

Problems in applied aesthetics. Laboratory.

BECA 450 Media Performance II (Units: 3)

Prerequisites: BECA 350 and 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 or consent of instructor; BECA 200.

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: BECA major; departmental consent.

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

Prerequisites: BECA 370 and consent of instructor.

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

BECA 485 Women and Media (Units: 3)

Prerequisite: Upper division standing.

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: television's potential—or lack of potential—to bring about social change, 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: Consent of instructor.

Broadcast systems of the world: developed and developing nations. Programming of many cultures; the role of satellites in promoting exchange of programs. Relationship between governments, societies, and the media. Issues in international communication.

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

Prerequisite: Upper division standing.

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

Course Attributes:

- Social Justice

BECA 505 KSFS Radio II (Units: 3)

Prerequisites: BECA 305 and consent of instructor.

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

BECA 510 Music Performance Recording and Production (Units: 3)

Prerequisites: BECA 230/BECA 231; BECA major; departmental consent.

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 240/BECA 241; BECA major; 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: BECA 240, BECA 241; BECA major.

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: BECA 200 or consent of instructor. Enrollment priority given for BECA majors.

Factors in day-to-day electronic media operations, program scheduling, syndication, social media use, labor relations, political and legal considerations, station promotion, 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: BECA 430; BECA major; 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)

Prerequisite: BECA 433 or BECA 330 and 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 535 Advanced Audio for Video (Units: 3)

Prerequisites: BECA 335; BECA major; 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 Problem Solving in Electronic Media (Units: 3)

Prerequisites: Consent of department and instructor. Enrollment priority given for BECA majors.

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.

BECA 545 Television Directing I (Units: 3)

Prerequisites: BECA 240/BECA 241; BECA major; 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: BECA 240, BECA 241; BECA major; 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: BECA 348; BECA major; 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 and departmental permission.

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: BECA major; consent of department or 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: BECA 240/BECA 241 and BECA 560; BECA major; consent of 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 462; BECA 546; BECA major; 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: Junior standing or higher; BECA major, consent of department and instructor.

Internship experience in professional broadcast and electronic media organization. May be repeated once. (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. Field work. May be repeated for a total of 6 units with consent of instructor. [CSL may be available; consult index for page reference.]

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

Prerequisites: 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)

Prerequisite: Departmental permission; BECA 546 and BECA 581 or permission of instructor.

Students travel to an international destination to produce a video for a Non-Governmental Organization (NGO), as service to the NGO. (Plus/Minus Letter Grade only.)

BECA 590 New Electronic Communication Technologies (Units: 3)

Prerequisites: HTML or equivalent; BECA major; consent of department and instructor.

Lecture/laboratory course focusing on innovation and change in acquisition, distribution, storage, and display systems of electronic communication. Emphasis on the interactive aesthetic of electronic media.

BECA 593 Interactive Electronic Media Workshop (Units: 3)

Prerequisites: 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)

Prerequisites: Senior standing; 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 and 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, interactive media, and live multi-camera narrowcasting.

BECA 640 Television/Video Production Planning (Units: 3)

Prerequisites: BECA 230/BECA 231 or BECA 240/BECA 241 or equivalents; BECA major; 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)

Prerequisite: BECA 545; restricted to BECA majors and minors.

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 646: BECA 546, BECA major, consent of department and instructor.

Prerequisites for BECA 746: BECA 546, BECA 700; and consent of 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 646/BECA 746 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 546; BECA major; and 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; consult index for page reference.]

BECA 648 Digital Video Editing II (Units: 3)

Prerequisites: BECA 547; BECA major; consent of department and instructor. Theoretical and practical aspects of the principles of digitizing and editing videotape.

BECA 649 Prosumer Production: Producing Video with Micro Budgets (Units: 3)

Prerequisites: 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. Classwork, 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, and 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: BECA 240 and BECA 241 or equivalent; BECA major and minor; 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: BECA 560 and BECA 561; BECA major; 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; and 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: BECA 370; BECA major; 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, departmental permission, and consent of 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 593; BECA major; 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)

Prerequisites: Consent of supervising staff and department chair.

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

BECA 699 Independent Study (Units: 1-3)

Prerequisites: Upper division standing and 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: Admission to the M.A. in Broadcast and Electronic Communication Arts program.

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: BECA 700 or consent of instructor.

Relationship between formula and creativity; theory and practice of formulas and genres, particularly in relation to the public arts; systems of criticism.

BECA 702 Ethics and Responsibility in the Electronic Media (Units: 3)

Prerequisite: BECA 700 or consent of 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)

Prerequisite: 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)

Prerequisite: BECA 700 or consent of 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)

Prerequisite: BECA 700 or consent of 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)

Prerequisites for BECA 425: Junior standing; BECA 200; or consent of instructor.

Prerequisite for BECA 725: BECA 700 or consent of instructor.

Process of designing educational television series. Pre-production stages of series development.

(BECA 425/BECA 725 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 435: BECA 230/BECA 231 or equivalent.

Prerequisites for BECA 735: BECA 230/BECA 231 or equivalent, and BECA 700 or consent of instructor.

Aesthetics of sound and the basic principles involved in theoretical and critical analysis of audio in media, including radio, television, film, music, and other audio-visual communication.

(BECA 435/BECA 735 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 646: BECA 546, BECA major, consent of department and instructor.

Prerequisites for BECA 746: BECA 546, BECA 700; and consent of 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 646/BECA 746 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 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 instructor.

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 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.

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

Prerequisites: Graduate standing; BECA 700; and 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)

Prerequisite: BECA 700 and consent of 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. Topic 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)

Prerequisite: BECA 700 or consent of 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 twice when the topic varies. (Plus-minus letter grade only)

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

Prerequisites: BECA 700 and consent of graduate major 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.

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

Prerequisites: Graduate status and BECA 700 or consent of 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: Completion of the student's academic program and consent of 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.

BECA 896EXM Culminating Experience Examination (Units: 0-3)

Prerequisite: Consent of instructor, committee chair, and 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).

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

Prerequisites: Completion of student's academic program and consent of graduate coordinator.

Preparation of proposal for master's thesis or creative project under supervision of 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.

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 ability to do independent work. May be repeated for a total of 6 units.