

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

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

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

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

Centers and Institutes

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

Facilities

The department's instructional laboratories include new professional-grade interconnected 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 two 4k, multi-camera television studios, a television newsroom, a radio station, two music recording and 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 newsgathering 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, social media and Internet companies, audio and video production companies, networks, cable television companies, and corporate and institutional media departments.

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

Mission Statement

The Department of Broadcast and Electronic Communication Arts prepares students to create and critically evaluate content in the media arts. Our curriculum provides a balance of theory and practice while guiding students in the use of media to effectively communicate ideas that serve the evolving needs of society. Students go on to become

innovative and ethical industry leaders who advance equity, social justice, and global citizenship.

Program Learning Outcomes

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

Professor

Melissa Camacho (2001), *Professor in Broadcast and Electronic Communication Arts*. Ph.D. Michigan State University.

Dina A. Ibrahim (2003), *Professor in Broadcast and Electronic Communication Arts*. Ph.D. The University of Texas at Austin.

Jeff Jacoby (2006), *Professor in Broadcast and Electronic Communication Arts*. M.F.A. Art Institute of Boston at Lesley University.

Hamid Khani (1984), *Professor in Broadcast and Electronic Communication Arts*. Ed.D. University of San Francisco.

Scott J. Patterson (1997), *Professor in Broadcast and Electronic Communication Arts*. Ph.D. Ohio State University, Columbus.

Vinay K. Shrivastava (1990), *Professor in Broadcast and Electronic Communication Arts*. Ph.D. University of Southern California.

Yumi Wilson (2004), *Professor in Broadcast and Electronic Communication Arts*. M.F.A. University of San Francisco.

Lena Zhang (1999), *Professor in Broadcast and Electronic Communication Arts*. Ph.D. University of Georgia.

Associate Professor

Jiyoung Cha (2014), *Associate Professor in Broadcast and Electronic Communication Arts*. Ph.D. University of Florida.

Chris Clemens (2013), *Associate Professor in Broadcast and Electronic Communication Arts*. M.F.A. City University of New York, Brooklyn College; Ph.D. University of Connecticut.

Miriam Smith (1998), *Associate Professor in Broadcast and Electronic Communication Arts*. J.D. Brigham Young University; M.A. University of Southern California.

Assistant Professor

Andrew Hongo (2020), *Assistant Professor in Broadcast and Electronic Communication Arts*. M.A. New York University.

Ashley Larson (2019), *Assistant Professor in Broadcast and Electronic Communication Arts*. Ph.D. Arizona State University.

Shabnam Piryaeei (2018), *Assistant Professor in Broadcast and Electronic Communication Arts*. Ph.D. University of California, Riverside.

Major

- Bachelor of Arts in Broadcast and Electronic Communication Arts (<http://bulletin.sfsu.edu/colleges/liberal-creative-arts/broadcast-electronic-communication-arts/ba-broadcast-electronic-communication-arts/>)

Minor

- Minor in Media Literacy (<http://bulletin.sfsu.edu/colleges/liberal-creative-arts/broadcast-electronic-communication-arts/minor-media-literacy/>)

Certificates

- Certificate in Music/Recording Industry (<http://bulletin.sfsu.edu/colleges/liberal-creative-arts/broadcast-electronic-communication-arts/certificate-music-recording-industry/>)

Masters

- Master of Arts in Broadcast and Electronic Communication Arts (<http://bulletin.sfsu.edu/colleges/liberal-creative-arts/broadcast-electronic-communication-arts/ma-broadcast-electronic-communication-arts/>)
- Master of Fine Arts in Broadcast and Electronic Communication Arts (<http://bulletin.sfsu.edu/colleges/liberal-creative-arts/broadcast-electronic-communication-arts/ma-fine-arts-broadcast-electronic-communication-arts/>)

BECA 200 Introduction to Media (Units: 3)

Prerequisite: Priority enrollment for Broadcast and Electronic Communication Arts 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. A grade of C or better required for BECA majors.

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 231 Audio Production Basics (Units: 3)

Prerequisites: Restricted to Broadcast & Electronic Communication Arts and Music majors.

Theoretical aspects of sound, acoustics, and audio signal flow in radio, television, and recording operations. Aesthetic aspects of sound mixing in broadcasting applications. 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 241 TV Studio Basics (Units: 3)

Prerequisites: Restricted to Broadcast & Electronic Communication Arts and Bilingual Spanish Journalism majors.

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. This course covers the basic techniques of multi-camera studio production including production planning, audio, lighting, floor management, camera operation, switching, producing, directing, and writing. Extra fee required.

BECA 246 Electronic Field Production I (Units: 3)

Prerequisite: Restricted to Broadcast & Electronic Communication Arts majors or permission 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 BECA 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 Writing About the Media - GVAR (Units: 3)

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

Evaluate claims about the nature, uses, and impact of the media. Compare how writing for the media and writing about the media are similar and different. Investigation of sources, methods, cataloging, philosophies of media research, and how claims about improving the electronic media are made. Acquiring and evaluating information and organizing the results into written form. (ABC/NC grading only)

Course Attributes:

- Graduation Writing Assessment

BECA 301 Media Literacy (Units: 3)

Prerequisites: GE Areas A1*, A2*, A3*, and B4* all with grades of C- or better or permission of the instructor.

Explore electronic media content, effects, and influence on individuals and groups. Develop analytical and critical skills necessary to become a discerning user of media. Apply theoretical and media literacy frameworks to everyday life. (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 permission 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: Telling Stories in Sound (Units: 3)

Prerequisites: Restricted to Broadcast & Electronic Arts majors; BECA 231*; or permission of the instructor.

Analysis and production of storytelling with sound. Traditional and experimental approaches designed to explore the potential of radio, podcasting, and the art of sound. Activity.

BECA 315 Creative Podcasting (Units: 3)

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

Practice and analysis of podcasting. Traditional and experimental approaches to production value and podcasting techniques. Explore the potential of podcast production across multiple interest areas. Activity.

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

Prerequisites: GE Areas A1*, A2*, A3*, and B4* all with grades of C- or better or permission 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 Media Law (Units: 3)

Prerequisites: Broadcast & Electronic Communication Arts majors with BECA 200; or Music Recording Industry Certificate students with BECA 200 or MUS 137; or permission 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 or graduate standing or permission 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 The Sound Studio I: Consoles & Signal Flow (Units: 3)

Prerequisites: Restricted to Broadcast & Electronic Communication Arts and Music majors, Music Recording Industry certificate students must contact the BECA department for a permission number to enroll; BECA 231; or permission 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 231*; or permission of the instructor.

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

BECA 340 Media Aesthetics I (Units: 3)

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

Aesthetic analysis of video, film, and related electronic media based on an examination of the fundamental image and sound elements. A grade of C or better required for BECA majors.

BECA 341 Aerial (Drone) Imagery Operation and Aesthetics (Units: 3)

Prerequisites: BECA 241* and BECA 340* or permission of the instructor.

The use of drones for aerial videography, imagery, and aesthetics. Introduction to the operation of Unmanned Aerial Vehicles (UAVs), more commonly known as drones, gathering aerial footage for various purposes, and applying the principle of art aesthetics to aerial videography and imagery. May be repeated for a total of 6 units. Activity.

BECA 348 Video Editing I (Units: 3)

Prerequisites: Restricted to Broadcast & Electronic Communication Arts majors; BECA 241; or permission 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: Broadcast & Electronic Communication Arts majors; BECA 241; or permission 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)

Prerequisite: BECA 231 or permission 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 352 Esports Studio Tournament and Event Production (Units: 3)

Prerequisite: BECA 241.

Introduction to live event producing for esports and esports tournaments. Activities will include weekly Twitch live streams of esports tournaments, including recruiting players and coordinating brackets, as well as creating edited highlight videos of each tournament. Emphasis on cultivating dynamic and engaging audio and video presence, and learning how to produce, direct, and monetize a live studio event. Activity.

BECA 355 Lighting for Studio and Field Production (Units: 3)

Prerequisites: Restricted to Broadcast & Electronic Arts majors; BECA 241 and BECA 246; or permission of the instructor.

Develop, design, and execute effective video lighting using technical concepts and aesthetic theories. Focus on both television studio lighting and field lighting. Activity.

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

Prerequisites: Restricted to upper-division standing and BECA 348*; or graduate standing; or permission 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 permission of the instructor.

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

BECA 371 Scriptwriting for A/V Media Production (Units: 3)

Prerequisites: Restricted to BECA majors; BECA 300GW with a grade of C or better; or permission of the instructor.

Learning to convey story and information in audio/video script format: only what the audience will be able to hear and see. Presenting scripts in correct format and free of writing mechanics errors. Projects will include PSA and promotional spots, trailers, and short-format video scripts. (Grade of C or better required for BECA majors)

BECA 372 Scriptwriting for Audio Media Production (Units: 3)

Prerequisites: Restricted to BECA majors; BECA 300GW with a grade of C or better; or permission of the instructor.

Learn to convey story and information in audio-only script format. Practice correct script format and proofreading/writing mechanics. Projects will include PSA and promotional spots, scripted personal audio narratives, and scripted audio drama/comedy/mystery/fiction and nonfiction. (Grade of C or better required for BECA majors)

BECA 374 Writing for Video Games (Units: 3)

Prerequisite: Restricted to upper-division standing.

Writing for video games, including writing scripts for interactive and multi-branch narratives, gameplay, cutscenes, in-game tutorials, and other game content. Emphasis on social and cultural aspects of video game content and player experience, ethics and responsibilities of game creators, and the potential for video games to promote equity, diversity, inclusion, and social justice. [Formerly BECA 577]

BECA 375 Non-Fiction Scriptwriting (Units: 3)

Prerequisite: Restricted to upper-division standing and permission of the instructor.

Writing scripts for radio, television and online stories. Formats include short format news, concise and clear conversational writing for the ear not the eye, documentary spec scripts, social media live reporting, and podcast episodes. Crafting pitches for investigative episodes and docu-series. [Formerly BECA 560]

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 permission 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)

Topics:

- a. Close up on Community Radio
- b. Close up on Los Angeles Seminar
- c. Close up on Voiceover Performance
- d. Close up on Basics of TV News Reporting
- e. Close up on How Kids Use Television
- f. Close up on Women Warriors
- g. Close up on Basic Video Field Production Technique
- h. Close up on Episodic Science Fiction Programs
- i. Close up on Production Portfolios
- j. Close up on The Professional Sports Reporter
- k. Close up on BYOG: Buying Your Own Gear
- l. Close up on Lighting Workshop
- m. Close up on Camera Stabilizers
- n. Close up on Strategic Comm for BECA Professionals
- o. Close up on Writing the Scripted Television Pitch
- p. Close up on Scripted Television Writers Room
- q. Close up on Writing an Episode for Scripted TV
- r. Close up on Producing a BECA Portfolio
- s. Close up on Audio Fundamentals
- t. Close up on Video Fundamentals

BECA 415 Advanced Television Production Workshop (Units: 3)

Prerequisite: BECA 241* or permission of the instructor.

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

BECA 422 Media and Society (Units: 3)

Prerequisites: GE Areas A1*, A2*, A3*, and B4* all with grades of C- or better or permission of the instructor.

Exploration of the functions, effects, and uses of public media, as well as the roles of media in affecting social, cultural, and political values. Discussion of the avenues of freedom and control in media. Examination of the problems and opportunities presented by evolving media technology.

Course Attributes:

- UD-D: Social Sciences

BECA 423 Media Economics: Entertainment, Platform, and Technology (Units: 3)

Prerequisites: Priority enrollment for Broadcast & Electronic Communication Arts majors; BECA 200; or Music Recording Industry Certificate students with BECA 200 or MUS 137; or permission of the instructor.

Study the structure of media industries and the behavior of media organizations and consumers through the lens of economics. Analyze recent trends in media industries and the forces driving the changes. Discuss competitive and complementary relationships between traditional and new media.

BECA 425 Television and Video Program Design (Units: 3)

Prerequisite for BECA 725: BECA 700 or permission of the instructor. Prerequisites for BECA 425: Upper-division standing; a GPA of at least 3.0; or permission of the instructor.

The process of designing streaming 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 427 Media Entrepreneurship (Units: 3)

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

Introduction to the application of entrepreneurship principles to various media industries, with an emphasis on the creation of a media start-up. The principles examined include innovation, rigorous evaluation of the industry, market analysis, and feasible business plans. Exploration of both the creation of new media companies as well as how to work as an independent media professional. A grade of C or better required for Journalism majors and minors. (Plus-minus letter grade only) (This course is offered as JOUR 427 [formerly JOUR 675] and BECA 427. Students may not repeat the course under an alternate prefix.)

BECA 428 Media Management (Units: 3)

Prerequisite: Upper-division and graduate 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 The Sound Studio II: Recording & Mixing (Units: 3)

Prerequisites: Restricted to Broadcast & Electronic Communication Arts and Music majors, Music Recording Industry certificate students must contact the BECA department for a permission number to enroll; BECA 330*; or permission 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 and graduate Broadcast & Electronic Communication Arts and Music majors; or Video Game Studies minors who have completed CWL 180; 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: Graduate Broadcast & Electronic Communication Arts students or permission of the instructor.

Prerequisites for BECA 435: Upper-division Broadcast & Electronic Communication Arts majors; BECA 231 or permission 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 permission of the instructor.

Problems in applied aesthetics. Activity.

BECA 450 Acting for Camera (Units: 3)

Prerequisites: BECA 350 and permission of the instructor.

Rehearsing and performing for multi-camera and single-camera fiction media content in conjunction with video production. Emphasis on scene work, acting technique, working on a TV/film set, and working with directors. Activity.

BECA 451 International Media Politics (Units: 4)

Prerequisite: Restricted to upper-division standing.

Examination of how communication among states and non-state entities shapes international relations, from the perspective of various theoretical and epistemological approaches.

(This course is offered as I R 452, JOUR 452, and BECA 451. Students may not repeat the course under an alternate prefix.)

Course Attributes:

- Social Justice

BECA 454 Live Streaming and Content Creation for Esports (Units: 3)

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

Introduction to talent marketing for the esports industry. Activities include tournament live streams on Twitch as well as production assignments aimed at creating and cultivating engaging content for both live and virtual audiences, such as highlight videos to post on social media. Focus on the effective management and operation of a Twitch channel and the monetization of content. Activity. [Formerly BECA 452]

BECA 460 Industry of Broadcast News (Units: 3)

Prerequisite: BECA 200 or permission 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 Video Documentary: Story Development and Innovation (Units: 3)

Prerequisite: Upper-division standing.

Analysis of American and international documentary programming on TV, streaming platforms, and social media. Survey of the history, research, development, aesthetics, ethics, and social impacts associated with documentary production. Research, pitch, and propose original documentary topics.

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: GE Area A2.

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: GE Area A2.

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 U.S., and U.K. (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 U.S., and the U.K. 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; permission 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 476 Writing for Interactive and Social Media (Units: 3)

Prerequisites: Upper-division standing; BECA 300GW* and either BECA 370*, BECA 371*, or BECA 372*, all with grades of C or better.

Creating interactive and social media content for organizations, informational campaigns, and persuasive messaging. Designing communication strategy and analyzing reach/effectiveness. Assessing and implementing ethical, pro-social, and inclusive media communication practices.

BECA 480 Audio Journalism (Units: 3)

Prerequisites: Restricted to upper-division standing; JOUR 226* and JOUR 300GW*, or BECA 231* and BECA 300GW* or equivalents.

Planning, reporting, production and publication of audio journalism. Conveying accurate and compelling reports using audio-based story forms. Examination of digital literacy and media analysis, story development and pitches, interview technique, field producing, scripting and transcribing, plus audio editing, production and publishing. (Plus-minus letter grade only)

(This course is offered as JOUR 480 and BECA 480. Students may not repeat the course under an alternate prefix.)

BECA 485 Women and Media (Units: 3)

Prerequisites: GE Areas A1*, A2*, A3*, and B4* all with grades of C- or better or permission 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 grade 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.

(This course is offered as BECA 500 and I R 500. Students may not repeat the course under an alternate prefix.)

BECA 501 Audio Visual Translation and Localization of Global Content (Units: 3)

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

Basic concepts and the history of audiovisual translation (AVT). Assignments on the production of audiovisual texts and translations. Group projects involving the production of a wide range of audiovisual translation modes, including subtitling, dubbing, voiceover, audio description, and the production of remakes.

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

Prerequisites: GE Areas A1*, A2*, A3*, and B4* all with grades of C- or better or permission 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 permission 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 231*; or permission 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 241*; or permission 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 Broadcast & Electronic Communication Arts majors 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 The Business of Media Productions (Units: 3)

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

BECA 530 The Sound Studio III: Music Production & Sound Design (Units: 3)

Prerequisites: Restricted to Broadcast & Electronic Communication Arts and Music majors, Music Recording Industry certificate students must contact the BECA department for a permission number to enroll; BECA 430; or permission 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 534 Sound Design for Games (Units: 3)

Prerequisites: Restricted to Broadcast & Electronic Communication Arts and Music majors; BECA 434; BECA 231 and BECA 335 recommended; or permission of the instructor.

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

(This course is offered as BECA 534 and MUS 534. Students may not repeat the course under an alternate prefix.)

BECA 535 Advanced Audio for Video (Units: 3)

Prerequisites: Restricted to Broadcast & Electronic Communication Arts majors; BECA 335; or permission 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 permission 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)

Prerequisite: BECA 241* or permission 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 permission 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)

Prerequisite: BECA 241 or permission 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 permission 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 561 News Reporting for Television (Units: 3)

Prerequisites: Restricted to Broadcast & Electronic Communication Arts or Bilingual Spanish Journalism majors; BECA 241 and BECA 560 or equivalent; or permission 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 Video Documentary: Production (Units: 3)

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

Develop the skills to research, pitch, produce, shoot, write, and edit a documentary on an original topic for broadcast and streaming platforms. Explore interviewing techniques, narrative and aesthetic choices, legal and ethical concerns, funding, distribution, and marketing. Culminates in live documentary festival for campus and community. Activity. Extra fee required.

BECA 570 Variable Topics in Advanced Media Writing (Units: 3)

Prerequisite: Restricted to upper-division standing.

Advanced practice in writing for specialized media genres and formats. May be repeated for a total of 6 units when topics vary.

Topics:

- a. The Short Format
- b. Travel Writing for Electronic Media Distribution
- c. Documentaries

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

Prerequisites: Restricted to upper-division and graduate Broadcast & Electronic Communication Arts students or permission 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 permission 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 permission of the instructor. [CSL may be available]

BECA 590 New Communication Technologies (Units: 3)

Prerequisites: Upper-division and graduate Broadcast & Electronic Communication Arts students.

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: Upper-division and graduate Broadcast & Electronic Communication Arts students or permission 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 or graduate standing or permission of the instructor.

Relationships between various academic disciplines and the broadcast media.

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

Prerequisites: Restricted to Broadcast & Electronic Communication Arts majors; BECA 231 or BECA 241; or permission 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 646 Electronic Field Production II (Units: 3)

Prerequisites for BECA 746: BECA 700* or permission 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 permission 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 permission 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 permission 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 241; or graduate standing; or permission of the instructor.

Examination of the tools and skills needed to engage in quality audiovisual production with an emphasis on limited budgets. Activity.

BECA 651 Live Sports Production (Units: 3)

Prerequisites: Restricted to Broadcast & Electronic Communication Arts majors; BECA 241; or permission 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 375 and BECA 561 or permission of the instructor.

Produce and/or anchor a live weekly newscast covering campus, community, and the Bay Area. Includes extensive fieldwork and beat-reporting for news/sports packages, real-time reporting via social media and streaming platforms, and building a professional performance reel for producing/reporting/multimedia news jobs. Activity. May be repeated for a total of 8 units.

BECA 670 Writing for Interactive Electronic Media (Units: 3)

Prerequisite: Restricted to upper-division or graduate 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 permission 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 695 Practicum in Broadcast and Electronic Communication Arts (Units: 3)

Prerequisites: Restricted to upper-division Broadcast & Electronic Communication Arts majors; permission 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; permission 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 permission of the instructor.

Exploration of the relationship between formula and creativity. Discussion of the theory and practice of formulas and genres, particularly in relation to the public arts, as well as 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 permission of the instructor.

Examination of 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 706 Seminar in Media Aesthetics and Production Theory (Units: 3)

Prerequisite: BECA 700* (may be taken concurrently) or permission 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. (Plus-minus letter grade only)

BECA 725 Television and Video Program Design (Units: 3)

Prerequisite for BECA 725: BECA 700 or permission of the instructor.
Prerequisites for BECA 425: Upper-division standing; a GPA of at least 3.0; or permission of the instructor.

The process of designing streaming 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: Graduate Broadcast & Electronic Communication Arts students or permission of the instructor.
Prerequisites for BECA 435: Upper-division Broadcast & Electronic Communication Arts majors; BECA 231 or permission 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 permission 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 permission 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 permission 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 permission 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 permission 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 permission 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 permission 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.

Topics:

- a. Documentary Workshop

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

Prerequisite: BECA 700* or permission 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. (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 permission 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 permission 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 876 Graduate Internship (Units: 3)

Prerequisites: Restricted to Broadcast & Electronic Communication Arts graduate students; GPA of 3.0 or better; or permission of the instructor.

Internship experience in broadcast and electronic media organization, or working with approved mentor, or participating in approved community service. (CR/NC grading only).

BECA 894 Creative Work Project (Units: 3)

Prerequisites: BECA 897; permission 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; permission 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: Permission 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 to satisfy 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)

Prerequisite: Restricted to BECA M.A. and M.F.A. students; permission of the graduate coordinator.

Preparation of a proposal for a M.F.A. creative project or a M.A. thesis under the supervision of the instructor and faculty committee. May be repeated for a total of 6 units. (CR/NC grading only).

BECA 898 Master's Thesis (Units: 3)

Prerequisites: BECA 897; permission 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: Permission 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.