

BROADCAST COMMUNICATION (BCOM)

BCOM 200 Broadcast Sports & Culture 3 Hours

A survey of broadcast sports media, from its inception in the early 20th century to the present. Specific study of the history of athletics on radio and television, as well as the evolution of new media and the integration of sports audio and video on social media and the web. Emphasis on the cultural impact of broadcast sports on society and of society on media and sports. **Colonnade/Statewide General Education Code E-AH | AH**
Recent Term(s) Offered: None

BCOM 201 Process and Effects of Mass Communication 3 Hours

Mass communication's potential to influence audience beliefs and behaviors is analyzed. Provides a clear, compelling presentation of the fundamentals and history of the theoretical underpinnings and current status of media effects research-knowledge that will help the student to navigate in a media-saturated environment.
Recent Term(s) Offered: spring 2022; fall 2022; spring 2023; fall 2023; spring 2024; fall 2024

BCOM 261 Basic Radio/Podcast Production 3 Hours

Designed to introduce students to the operation of radio studio equipment, podcasting equipment and general station operation. Practical experience producing various types of radio and podcast broadcast material. Lecture and lab.

Prerequisite(s): (SMC 101 with a minimum grade of C or SMC 102 with a minimum grade of C)
Recent Term(s) Offered: spring 2022; spring 2023; spring 2024

BCOM 264 Digital Video Production and Distribution 3 Hours

Designed for non-Broadcasting majors, this course includes the basics needed to shoot, edit, and distribute video productions in the digital realm. Acquisition will concentrate on lighting, composition and audio for the digital world. Editing and graphics will be explored using non-linear programs, and distribution will focus on CDs, DVDs and web streaming.
Recent Term(s) Offered: spring 2022; fall 2022; spring 2023; fall 2023; spring 2024

BCOM 265 Basic Broadcast News 3 Hours

An introduction to the theory and practice of broadcast news writing styles for radio television, and the Web. Includes analyzing and editing news information with exposure to broadcast news announcing on the student radio station WWHR-FM.

Prerequisite(s): (SMC 101 with a minimum grade of C or SMC 102 with a minimum grade of C)
Recent Term(s) Offered: spring 2022; fall 2022; spring 2023; fall 2023; spring 2024; fall 2024

BCOM 266 Basic Television Production 4 Hours (repeatable max of 4 hrs)

Designed to introduce students to production principles, crew positions, equipment and general station operation. Practical experience producing various types of television broadcast and non-broadcast video material in a multi-camera studio environment. Lecture and lab. Note: Permission of instructor.

Prerequisite(s): (SMC 101 with a minimum grade of C or BCOM 201 with a minimum grade of C)
Recent Term(s) Offered: spring 2022; fall 2022; spring 2023; fall 2023; spring 2024; fall 2024

BCOM 300 American Popular Arts 3 Hours

Provides a balanced and comprehensive coverage of the major manifestations of popular mass-mediated arts. Critical examination seeks to reveal the actual and potential values of contemporary "middle culture." Areas to be investigated in detail include movies, popular music, magazines, books, television, radio and related communication channels.
Prerequisite(s): (BCOM 201 with a minimum grade of C or SMC 101 with a minimum grade of C or POP 201 with a minimum grade of C)
Recent Term(s) Offered: None

BCOM 303 Acting for the Camera 3 Hours (repeatable max of 3 hrs)

A fundamental approach to auditioning and acting for the camera.
Equivalent(s): THEA 303
Recent Term(s) Offered: None

BCOM 325 Survey of Electronic Media Writing 3 Hours

A survey of writing for television, radio and web audiences. Practice in writing techniques for commercials, public service announcements, news, interviews and dramatic segments. Introduction to the production elements involved in writing for broadcast and the Web.
Recent Term(s) Offered: spring 2022; fall 2022; spring 2023; fall 2023; spring 2024; fall 2024

BCOM 326 Radio and Television News Performance 3 Hours (repeatable max of 3 hrs)

A practical application of skills and techniques needed as journalism performers for long-form radio interviewing and television news studio, and field on-camera presentation. The goal is to improve voice and image projection for broadcast journalism presenters. Lecture and lab.
Prerequisite(s): BCOM 265 with a minimum grade of C and (BCOM 261 with a minimum grade of C or BCOM 266 with a minimum grade of C)
Restriction(s): Enrollment is limited to students in News/Editorial Journalism (716) , Broadcasting (726) , Broadcasting (Seeking Adm) (726P) or Journalism (736)
Recent Term(s) Offered: fall 2022; fall 2023; fall 2024

BCOM 328 Broadcast Weather Graphics 3 Hours

Creation and practical use of weather graphics to formulate a forecast. Data accumulation and effective communication of weather events to a radio/television audience.
Recent Term(s) Offered: None

BCOM 329 Broadcast Weather Data 3 Hours

The use of broadcast satellite and broadcast radar products in weather prediction, emphasizing image interpretation. Advanced analysis of broadcast meteorological case studies related to broadcast weather forecasting problems and severe weather events.
Restriction(s): Enrollment is limited to students in Environ, Sustain Geographic (5009) , Meteorology (578) , Broadcasting (726) or Broadcasting (Seeking Adm) (726P)
Recent Term(s) Offered: spring 2024

BCOM 335 News Discovery and Selection 3 Hours

Gathering news through active news discovery; advance planning, enterprising and prioritizing stories based on criteria of newsworthiness and consequence. Some off-campus travel.
Prerequisite(s): BCOM 265 with a minimum grade of C
Restriction(s): Enrollment is limited to students in News/Editorial Journalism (716) , Broadcasting (726) , Broadcasting (Seeking Adm) (726P) , Journalism (736) or Journalism - Seeking Admission (736P)
Recent Term(s) Offered: fall 2022; fall 2023; fall 2024

BCOM 345 Sports Reporting and Production 3 Hours

Provides a balanced and comprehensive coverage of the major storytelling and production elements of sports broadcasting. This class examines how highlights, long form, studio and live sports production utilize interviews, shot selection and editing techniques in the storytelling process.

Prerequisite(s): BCOM 325 with a minimum grade of C or BCOM 265 with a minimum grade of C

Recent Term(s) Offered: None

BCOM 360 Electronic Media Programming / Research 3 Hours

Exposure to full range of broadcast programming options and research concerns. Marketplace and managerial aspects of format design and audience analysis are presented and discussed to reveal the essential nature and role of electronic mass media services. Note: Permission of instructor.

Prerequisite(s): SMC 301 with a minimum grade of C

Recent Term(s) Offered: None

BCOM 361 Advanced Radio Performance 3 Hours

An advanced production course in radio broadcast programming and personality development. Integrated work on WWHR-FM radio. Projects include weekly air shifts, digital production and editing work, remote broadcasts and involvement in overall station operations. Lecture and lab.

Prerequisite(s): BCOM 261 with a minimum grade of C

Restriction(s): Enrollment is limited to students in News/Editorial Journalism (716) or Broadcasting (726)

Recent Term(s) Offered: fall 2022; fall 2023; fall 2024

BCOM 365 Broadcast News Reporting and Producing 3 Hours

A practical application of broadcast news information gathering, writing, editing and presentation for the Web, radio and television. Students are exposed to the news decision aspects of broadcast news producing for the student radio, TV and on-line news outlets. Lecture and lab.

Prerequisite(s): BCOM 335 with a minimum grade of C and BCOM 368 with a minimum grade of C

Restriction(s): Enrollment is limited to students in Broadcasting (726)

Recent Term(s) Offered: spring 2022; spring 2024

BCOM 366 Editing I 3 Hours (repeatable max of 3 hrs)

Editing as a practical experience and as the final tool for the visual storyteller's message. Editing systems include Avid and Final Cut Pro. Work with original material in editing situations that incorporate computer graphics and 3-D animation. Discussion and analysis of editing and decisions considering ethics, philosophy, timing and aesthetics. Lecture and Lab.

Prerequisite(s): (BCOM 266 with a minimum grade of C or FILM 201 with a minimum grade of C)

Recent Term(s) Offered: fall 2022; spring 2023; fall 2023; spring 2024; fall 2024

BCOM 367 Field Production 3 Hours

Study of, and practical experience in, single camera field acquisition. Techniques of lighting, audio, talent, and environment manipulation, as they apply to both film and video, are examined in the context of shooting for the edit. Employs advanced editing tools in developing skills by students through use of time code, Avid systems, and DVE units.

Prerequisite(s): BCOM 366 with a minimum grade of C

Recent Term(s) Offered: spring 2022; spring 2023; spring 2024

BCOM 368 News Videography and Editing 3 Hours

A study of, and practical experience in, field techniques of videography and editing procedures and practices as they pertain to television news and documentaries. Emphasis on ethical television photojournalism, digital video, and nonlinear editing for electronic news gathering (ENG) for commercial and noncommercial television news programs.

Prerequisite(s): (BCOM 265 with a minimum grade of C and BCOM 366 with a minimum grade of C)

Restriction(s): Enrollment is limited to students in News/Editorial Journalism (716) , News/Edit Journalism(Seek Adm) (716P) , Broadcasting (726) , Broadcasting (Seeking Adm) (726P) , Journalism (736) , Journalism - Seeking Admission (736P) , Photojournalism (750) , Photojournalism (Seeking Adm) (750P) , Visual Journalism Photograph (752) or Visual Jour Photo (Seek Adm) (752P)

Recent Term(s) Offered: spring 2023; fall 2023; fall 2024

BCOM 369 Cooperative Education in Broadcast Communication 3 Hours

Appropriate supervised work with a cooperating organization, defined as a licensed radio or television station, cable television or production facility. Note: 18 hours in the major, permission of sequence coordinator are required.

Restriction(s): Enrollment limited to students with a semester level of Junior or Senior.

Enrollment is limited to students in Film (Officially Admitted) (667) or Broadcasting (726)

Recent Term(s) Offered: summer 2022; spring 2023; fall 2023; spring 2024; summer 2024

BCOM 380 Editing II 3 Hours

Continued instruction in post-production techniques and technologies. Focuses include image manipulation, non-linear editing, audio post, visual effects and compositing, with a strong web component.

Prerequisite(s): BCOM 366 with a minimum grade of C

Restriction(s): Enrollment is limited to students in Film (Officially Admitted) (667) , Broadcasting (726) , Advertising (727) or Photojournalism (750)

Recent Term(s) Offered: spring 2022; spring 2023; spring 2024

BCOM 385 Broadcast Commercial Sales 3 Hours

A study of the marketing principles, problems and techniques of producing revenue for broadcast radio and television and the Internet through the sale of commercial time. Students are involved in role-playing as well as the preparation and oral presentation of a final marketing project.

Restriction(s): Students with a semester level of Academy Junior, Academy Senior or Freshman may **not** enroll.

Recent Term(s) Offered: None

BCOM 394 Film Animation 3 Hours (repeatable max of 6 hrs)

Students learn the basics of producing animated motion pictures by experimenting with a variety of techniques and methods. Also included is a history of the animated film as an art form.

Equivalent(s): FILM 394

Recent Term(s) Offered: fall 2022

BCOM 401 History of Broadcasting in America 3 Hours

Consolidates and interrelates the major historical factors in the development of broadcast mass communications in America; provides perspective on the creation, adaptation and diffusion of radio and television in relation to other mass media.

Recent Term(s) Offered: None

BCOM 429 Broadcast Meteorology 3 Hours

This course teaches the student the intricacies of meteorological forecast elements while completing television studio work, specifically designed to television weather performance. Weather-related features, as well as emergency weather broadcasting, will be covered.

Prerequisite(s): (BCOM 328 with a minimum grade of C and BCOM 329 with a minimum grade of C and (METR 324 with a minimum grade of C or METR 424 with a minimum grade of C) and METR 326 with a minimum grade of C)

Restriction(s): Enrollment is limited to students in Meteorology (578) , Geography (674) or Broadcasting (726)

Recent Term(s) Offered: None

BCOM 461 Radio Workshop 1 Hour (repeatable max of 3 hrs)

A radio production and management course for students with a continuing desire to contribute to the on-air operation of WWHR or for students involved in WWHR staff/management positions. Course work involves practical application of radio production and management skills in the areas of entertainment and news. Lecture and lab. Note: Permission of instructor.

Prerequisite(s): BCOM 361 with a minimum grade of C

Restriction(s): Enrollment is limited to students in News/Editorial Journalism (716) , News/Edit Journalism(Seek Adm) (716P) , Broadcasting (726) , Broadcasting (Seeking Adm) (726P) , Journalism (736) or Journalism - Seeking Admission (736P)

Recent Term(s) Offered: None

BCOM 463 Field Production II 3 Hours

Advanced study of single-camera video production, including producing, directing, shooting, and editing. Emphasis on collaborative video field production and post-production.

Prerequisite(s): BCOM 367 with a minimum grade of C

Restriction(s): Enrollment is limited to students in Film (Officially Admitted) (667) , Film (Seeking Admission) (667P) or Broadcasting (726)

Recent Term(s) Offered: fall 2022; fall 2023; fall 2024

BCOM 465 Advanced Broadcast News 3 Hours (repeatable max of 3 hrs)

The capstone course in writing, editing, announcing and producing radio and television news reports. Producing, anchoring and reporting for the student television newscast is required. Students also analyze the job market and produce a resume tape for employment. Lecture and lab.

Prerequisite(s): BCOM 365 with a minimum grade of C and BCOM 368 with a minimum grade of C

Restriction(s): Enrollment is limited to students in News/Editorial Journalism (716) , Broadcasting (726) or Journalism (736)

Recent Term(s) Offered: spring 2022; spring 2023; spring 2024

BCOM 466 Television Directing 3 Hours (repeatable max of 3 hrs)

Professional level directing course for broadcasting majors. Structured to offer students a thorough knowledge of and experience in directing single-and multi-camera productions. Emphasis on live and recorded programs for broadcast and non-broadcast applications.

Prerequisite(s): BCOM 463 with a minimum grade of C

Restriction(s): Enrollment is limited to students in Film (Officially Admitted) (667) or Broadcasting (726)

Recent Term(s) Offered: None

BCOM 467 Broadcast Workshop 1 Hour (repeatable max of 3 hrs)

An intense study of a specific production or news skill generally required of broadcasting personnel. These skills will be identified and studied through discussion and application. Various production-related topics include television lighting, television graphics, electronic news gathering (ENG), commercial spot production, industrial applications, and radio TV sports announcing. Workshop production outlets include regular newscasts, television and radio sports broadcasts, and others. Note: Permission of instructor required.

Restriction(s): Enrollment is limited to students in Broadcasting (726)

Recent Term(s) Offered: spring 2022; summer 2022; fall 2022; spring 2023; fall 2023; spring 2024; fall 2024

BCOM 476 Advanced Radio Sales 3 Hours

Storytelling's role in radio sales and the critical skills needed in today's radio sales profession. Builds upon the foundation presented in Broadcast Sales (BCOM385) by focusing on selling all of the various advertising platforms in consolidated radio operations. Students will have the opportunity to earn their Radio Marketing Professional and Certified Digital Market Professional certifications from the Radio Advertising Bureau.

Prerequisite(s): BCOM 385 with a minimum grade of C

Recent Term(s) Offered: None

BCOM 480 Editing III 3 Hours

Capstone of television production sequence. Culminates in portfolio, which entire production faculty evaluates. Projects, accompanied by complete production books, may target commercial and/or non-commercial outlets for both film and video. Program produced should reflect skills acquired in all previous production courses and serve as anchor of student's sample reel.

Prerequisite(s): BCOM 380 with a minimum grade of C

Restriction(s): Enrollment is limited to students in Film (Officially Admitted) (667) , Film (Seeking Admission) (667P) , Broadcasting (726) or Broadcasting (Seeking Adm) (726P)

Recent Term(s) Offered: None

BCOM 481 Problems in Mass Communication 3 Hours

Course offers the student the chance to pursue an independent study in a number or areas including radio, television, cinematography and broadcast news. Note: Permission of instructor required.

Recent Term(s) Offered: summer 2022; spring 2023; summer 2024; fall 2024

BCOM 482 Television Program Production 3 Hours

Capstone of television production sequence. Culminates in portfolio, which entire production faculty evaluates. Projects, accompanied by complete production books, may target commercial and/or non-commercial outlets for both film and video. Program produced should reflect skills acquired in all previous production courses and serve as anchor of student's sample reel.

Prerequisite(s): BCOM 380 with a minimum grade of C and BCOM 463 with a minimum grade of C

Restriction(s): Students with a semester level of Freshman, Junior or Sophomore may **not** enroll.

Enrollment is limited to students in Broadcasting (726)

Recent Term(s) Offered: spring 2022; spring 2023; spring 2024

BCOM 485 Broadcast Operations and Management 3 Hours

A study of the programming, operation, and management practices and problems related to broadcast radio and television stations in the U.S., as well as industry codes and regulatory requirements from governmental agencies. Note: Permission of instructor.

Prerequisite(s): BCOM 385 with a minimum grade of C

Recent Term(s) Offered: None

BCOM 491 Internship 3 Hours

Professional-quality experience outside or inside the University for a fixed period of time and conforming to minimum standards established by the School. Follow-up will consist of student reports and evaluation. Note: 18 hours in the major; permission of sequence coordinator is required.

Restriction(s): Enrollment limited to students with a semester level of Junior or Senior.

Enrollment is limited to students in Film (Officially Admitted) (667) or Broadcasting (726)

Recent Term(s) Offered: spring 2022; summer 2022; summer 2023; fall 2023; winter 2024; spring 2024; summer 2024; fall 2024