

BROADCASTING & ELECTRONICS MEDIA (BEM)

BEM 200. Mass Media and Society. (3 Credits)

I, II. Formerly COM 200. Introduction to mass media issues. Analyzes mass media impact on social, political and economic sectors of American and world societies. Considers issues and trends, including ethics, legal controls, violence and censorship. Credit will not be awarded to students with credit for: BEM 200W, COM 200, COM 200W. Gen. Ed. E-5B [SB].

BEM 202. Information Gathering. (3 Credits)

A. A survey of research strategies and methods for locating, analyzing, and managing information from a variety of sources through use of the core techniques of making observations, conducting interviews and accessing documents from government agencies, archives, popular press and web-based sources.

BEM 203. Introduction to Media Writing. (3 Credits)

A. Prerequisites: ENG 102 or 105(B) or HON 102. Study of the coverage of news for all types of media. Developing writing skills for broadcast, electronic, and print media distribution platforms including television, radio, podcasts, Internet news sites, newspapers, magazines, and social media. Credit will not be awarded for both BEM 203 and COM 201.

BEM 295. Video Production. (4 Credits)

I, II. Training in non-studio video production and editing. Includes applied aesthetics and production of dramatic informational or experimental work on video. Introduction to techniques, styles, and image structure. Requires weekly projects, critiques. 3 Lec/3 Lab.

BEM 300. Performance in Electronic. (3 Credits)

Prerequisite: CMS 210. Study of the announcer's role in electronic media. Stresses practice in performing areas, including radio and television production, microphone and television camera techniques with an added emphasis on phonetics and pronunciation.

BEM 301. Multimedia Newswriting. (3 Credits)

A. Prerequisites: BEM 203. Students will critically evaluate, then write and produce multimedia stories, learning to combine online text, audio, and video. Students will learn journalistic interviewing techniques and research strategies, and be able to differentiate amongst news, feature, and opinion writing genres. Credit will not be awarded for both BEM 301 and COM 301.

BEM 302. Journalism Practicum. (1 Credit)

I, II. Formerly JOU 302. Prerequisites: BEM 203. Supervised practical experience in a journalistic operation. Students are required to take a total of three credits for the major. Students may take one credit per semester. Course may be repeated for a total of 8 credits.

BEM 305. Storytelling & Feature Writing. (3 Credits)

I, II. Prerequisite: BEM 203 or departmental approval. Create feature stories for multimedia platforms that blend journalism and art. Explore the dual nature of interactive features, including written forms and podcasting, based on facts but with the voice of a novel. Credit will only be awarded for one course: BEM 305W or JOU 305 or JOU 305W or BEM 305.

BEM 305W. Storytelling & Feature Writing. (3 Credits)

I, II. Prerequisite: BEM 203 or departmental approval. Create feature stories for multimedia platforms that blend journalism and art. Explore the dual nature of interactive features, including written forms and podcasting, based on facts but with the voice of a novel. Credit will only be awarded for one course: BEM 305W or JOU 305 or JOU 305W or BEM 305.

BEM 320. Digital Publishing Design. (3 Credits)

I, II. Prerequisite: BEM 200. An introduction to the fundamental tools of digital publication design. Subjects covered include photography, typography, publication best practices, digital image toning and compositing, masking, digital magazine layout, color theory, and press preproduction. Credit will only be awarded for one course: BEM 320, JOU 320 or PUB 320.

BEM 325. Photojournalism. (3 Credits)

I, II. Formerly JOU 325. Prerequisites: ENG 102 or 105(B) or HON 102. Examines principles of digital photography, stressing hands-on skills in producing professional quality images. Looks at role the photojournalist serves. Provides an introduction to color correction in Photoshop. Credit will not be awarded for both BEM 325 and JOU 325.

BEM 330. Sports Writing and Reporting. (3 Credits)

I, II. Formerly COM 330. Prerequisites: ENG 102 or 105(B) or HON 102. Writing and producing of game, feature and interview stories for print and broadcast. Includes play by play, sports commentary and analysis. Credit will not be awarded for both COM 330 and BEM 330.

BEM 343. Audio Practicum. (1-3 Credits)

I, II. Prerequisite: BEM 295. Supervised practical experience on the staff of a radio or other audio facility. May be taken to a maximum of three hours. One hour may be counted toward the major.

BEM 349. Applied Learning in Broadcasting. (0.5-8 Credits)

A. Prerequisites: junior standing, 2B2 average in all courses within the department, and departmental approval. Work under faculty and field supervisors in placements related to academic studies. One to eight hours credit per semester or summer. Total hours: eight, associate; sixteen baccalaureate. A minimum of 80 hours work required for each academic credit. One hour may be used to satisfy major requirements within the department.

BEM 349A. Cooperative Study: Broadcasting and the Electronic Media. (0.5-8 Credits)

A. Prerequisites: junior standing, 2B2 average in all courses within the department, and departmental approval. Work under faculty and field supervisors in placements related to academic studies. One to eight hours credit per semester or summer. Total hours: eight, associate; sixteen baccalaureate. A minimum of 80 hours work required for each academic credit. One hour may be used to satisfy major requirements within the department.

BEM 349B. Cooperative Study: Broadcasting and the Electronic Media. (0.5-8 Credits)

BEM 349C. Cooperative Study: Broadcasting and the Electronic Media. (0.5-8 Credits)

Work under faculty and field supervisors in placements related to academic studies. May not satisfy major or minor requirements within the department.

BEM 349D. Cooperative Study: Broadcasting and the Electronic Media. (0.5-8 Credits)**BEM 350. Cinema History I. (3 Credits)**

A. Prerequisite: ENG 102 or ENG 105(B) or HON 102. Historical survey of cinema from its origins to 1939. Examines developments in directing, acting, editing, and other areas of cinema as an art form. Feature length and short films viewed. Gen. Ed. VII (AH). 2 Lec/2 Lab.

BEM 351. Cinema History II. (3 Credits)

A. Historical survey from 1939 to present. Includes theories, styles, and critical positions related to the sound film and considers origins and implications for future directions. Feature length and short films viewed. Gen. Ed. VII (AH). 2 Lec/2 Lab.

BEM 352. Film Techniques & Technology. (3 Credits)

I. Prerequisite and/or Corequisite: BEM 350 or 351. The study of various technologies employed in traditional/electronic film production. Emphasis on the study of social, economic, technological and political factors and their effects on the development of cinematic techniques.

BEM 353. The Art and Craft of Screenwriting. (3 Credits)

A. Prerequisite: ENG 101 and 102 (or 105 (B)) or HON 102. Conceiving, structuring, writing and marketing the contemporary American screenplay. Requires developing and writing original screenplays for marketing in the contemporary film environment. Credit will not be awarded for both BEM 353W and BEM 353.

BEM 353W. The Art and Craft of Screenwriting. (3 Credits)

A. Prerequisite: ENG 101 and 102 (or 105 (B)) or HON 102. Conceiving, structuring, writing and marketing the contemporary American screenplay. Requires developing and writing original screenplays for marketing in the contemporary film environment. Credit will not be awarded for both BEM 353W and BEM 353.

BEM 357. Sound Design for Film and Video. (3 Credits)

A. Prerequisite: BEM 200. Training in audio mixing and sound design for narrative films and other types of video projects. Introduction to industry standard audio software and post-production sound techniques and principles.

BEM 360. Advanced Lighting Techniques. (4 Credits)

(4) II. Prerequisite: BEM 295. An examination of advanced lighting techniques for film and television production. Stresses the technical considerations and aesthetics of lighting through analytical and hands-on applications of lighting and film/electronic cinematography. 3 Lec/ 1 Lab.

BEM 370. Electronic Cinema Production. (4 Credits)

I, II. Prerequisite: BEM 295(C) and BEM 352(C). Principles and procedures behind single-camera dramatic productions recorded and edited on videotape. Requires group and individual portfolio projects involving a critical and artistic understanding of sound-image relationships. Includes multi camera production, directing and producing. 3 Lec/3 Lab.

BEM 373. Electronic Cinema Practicum. (1-3 Credits)

I, II. Prerequisite: BEM 295. Supervised practical experience in film making, editing, and other aspects of film-style production. May be retaken to a maximum of three hours.

BEM 395. Video Production II. (4 Credits)

I, II. Prerequisite: BEM 295. Training on and mastery of advanced production and post production equipment. Requires group and individual portfolio projects involving a critical and artistic understanding of sound-image relationships. Includes multi camera production, directing and producing.

BEM 396. Motion Graphics. (3 Credits)

(3) I, II. Prerequisite: BEM 295. Training on industry standard motion graphics software used for post-production design and editing. The course examines visual effects and multimedia, covering techniques needed to improve students' command of motion graphics in video production.

BEM 398. Electronic Video Practicum. (1-3 Credits)

I, II. Prerequisite: BEM 295. Supervised practical experience on the staff of a television station or other video facility. May be taken to a maximum of three hours. One hour may be counted toward the major.

BEM 400. Studies in Electronic Media. (1-4 Credits)

A. Prerequisite: departmental approval. Study of specific areas of media through a course examining timely or topical concerns in the field. Specific topic included in schedule. May be retaken to maximum of nine hours.

BEM 401. Multimedia Field Production. (3 Credits)

A. Prerequisites: BEM 295. Students will apply their cumulative skills to design and produce semester-long, individual or team multimedia projects that will engage news consumers in carefully assembled amalgamation of text, audio, video, photos, interactive graphics.

BEM 402. Advanced Broadcast News. (3 Credits)

A. Prerequisite: BEM 401. Advanced study in broadcast journalism. Planning, gathering, writing, editing and producing news for television; critical evaluation of broadcast news techniques; individual and team projects.

BEM 405. Media Law. (3 Credits)

A. Formerly COM 405. Prerequisite: BEM 200 or 200W or COM 200 or COM 200W or department approval. Examination of First Amendment rights and free expression philosophies that impact multimedia platforms, including access to information and public spaces, copyright, fair use, libel, slander, privacy, free press/fair trial, obscenity, and commercial speech regulation. Credit will not be awarded for both BEM 405 and COM 405.

BEM 412. Multimedia Web Development. (3 Credits)

I, II. Formerly JOU 412. Prerequisite: PUB 320 (C) or JOU 320 (C) or BEM 320 (C). An introduction to website design, HTML and CSS. Subjects covered include organizing web content, web hosting, the languages of HTML and CSS, digital image preparation and deployment, browser development tools, Javascript libraries (jQuery), and best practices for coding and deploying multimedia online. Credit will not be awarded to students who have credit for JOU 412 or PUB 412.

BEM 415. Media Ethics. (3 Credits)

A. Formerly COM 415. Prerequisite: BEM 200 or 200W or COM 200 or 200W. Examination of ethical standards and practices of the mass media. Includes development of ethical decision-making skills. Credit will not be awarded for both BEM 315 and COM 415.

BEM 425. Electronic Media Operations. (3 Credits)

A. Prerequisite: BEM 200 or 200W or COM 200 or COM 200W. Study of the issues that impact managing, programming and operating a media enterprise, including federal regulations.

BEM 445. Broadcast and Cable Promotion. (3 Credits)

I, II. Formerly COM 445. Prerequisite: BEM 295. Study of broadcast and/or cable promotion in the areas of writing, production, marketing, and public relations. Includes exercises in promotions. Credit will not be awarded for both BEM 445 and COM 445.

BEM 453. Advanced Screenwriting. (3 Credits)

(3) I, II. Prerequisites: BEM 353W or departmental approval. Writing and marketing the screenplay for television and film. Emphasis is placed on structuring and composing the screenplay for advanced writers. Open to all majors.

BEM 460. Advanced Film Genre:____. (3 Credits)

I, II. Detailed study of the types of motion pictures. Requires independent research, extended analysis, and critical evaluation of films. May be retaken to a maximum of six hours with different course content. May not be taken concurrently with BEM 260. 2 Lec/2 Lab.

BEM 471. Media Sales. (3 Credits)

A. Previously COM 471. Prerequisites: ENG 102, or 105(B) or HON 102. Problems and practices of both print and electronic media sales. Includes case studies in both print and broadcast sales development (local, regional, and national), pricing, production, promotion, and basic sales campaigns. Credit will not be awarded to students who have credit for COM 471.

BEM 491. Senior Seminar. (2 Credits)

I, II. Prerequisites: completion of 90 hours. Co-requisite: At least one hour from BEM 349 or 343 or 398. Evaluates students' progress toward a career in mass communications, especially the development of an electronic portfolio, and develops job search strategies and skills. Includes assessment of instruction and curriculum.

BEM 495. Video Production III. (4 Credits)

I, II. Prerequisite: BEM 395 or 370. Advanced study of video production and direction, combining studio and field work. Includes writing program proposals, scripts, and shooting schedules. Programs produced outside normal class hours. 3 Lec/3 Lab.

BEM 499. Independent Study in Electronic Media. (1-4 Credits)

A. Prerequisite: Student must consult with the faculty supervisor and have the independent study proposal form approved by the faculty supervisor and department chair prior to enrollment. May be retaken to a maximum of four hours.