

BECA Mission Statement 2016

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.

BECA Program Learning Outcomes

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