

Broadcast Communication (BCMNM)

COURSES

BCMNM 2347. BROADCAST WRITING AND REPORTING. 3 Hours.

Writing non-dramatic scripts for radio and television. Emphasis is on writing for time and under deadline pressure as well as writing in active voice.

BCMNM 2357. RADIO PRODUCTION I. 3 Hours. (TCCN = COMM 2303)

The fundamentals of radio broadcasting. The techniques of announcing, interviewing, script writing, programming, types of radio production, audience analysis, and vocational opportunities. Students participate in typical broadcasting activities.

BCMNM 2358. TELEVISION PRODUCTION I. 3 Hours. (TCCN = COMM 1336)

Fundamentals of television broadcasting, including camera operation, video editing, writing, lighting, and switching practices.

BCMNM 2360. INTRODUCTION TO BROADCASTING. 3 Hours. (TCCN = COMM 1335)

A survey of historical and contemporary operations and functions of broadcasting. How radio, television and streaming media operate, including understanding of stations, distribution methods and facilities, regulation and the FCC, networks, advertising agencies, audience ratings, and new technologies.

BCMNM 2370. MULTIMEDIA PRODUCTION. 3 Hours.

Audio and video production for non-broadcast majors in the Department of Communication. May not be substituted for BCMNM 2357 or BCMNM 2358.

BCMNM 3319. BROADCAST MANAGEMENT. 3 Hours.

Management procedures, policies, and responsibilities in the successful operation of telecommunication industries. Areas covered are planning, problem-solving, personnel, facilities, government, financial resources, and public service. Prerequisite: A grade of C (2.0/4.0 scale) or better in BCMNM 3340.

BCMNM 3340. ELECTRONIC NEWS. 3 Hours.

News writing and gathering for radio, television, podcasting and streaming media; use of basic audio and video electronic equipment; editing of news stories for analysis and criticism. Prerequisite: Three hours of Math, COMM 2311 (or concurrent enrollment), and a grade of C or better in the following courses: BCMNM 2347, BCMNM 2357, BCMNM 2358, and BCMNM 2360.

BCMNM 3350. TELEVISION REPORTING I. 3 Hours.

Producing and reporting of news information for the television media. Students will participate in news gathering, writing, and shoot packages for television. Prerequisite: A grade of C (2.0/4.0 scale) or better in BCMNM 3340.

BCMNM 3355. BROADCAST ANNOUNCING. 3 Hours.

Concentrated study of phrasing, timing, voice modulation, pronunciation and articulation. Analysis and interpretation of all types of broadcast copy. Integration of current industry standard announcing and performance into radio, television, podcasting and other digital productions. Prerequisite: COMM 2311 and a grade of C or better in the following courses: BCMNM 2347, BCMNM 2357, BCMNM 2358, BCMNM 2360.

BCMNM 3360. SPORTS REPORTING. 3 Hours.

Reporting on sports across multiple platforms. Credit will not be given for both BCMNM 3360 and JOUR 3360. Prerequisite: COMM 2311 (previously listed as JOUR 1345) and a grade of C or better (2.0/4.0 scale) in both BCMNM 2347 and BCMNM 2358.

BCMNM 3380. PODCAST PRODUCTION. 3 Hours.

The fundamentals of podcast production including show design and content, audio-video recording and editing techniques, distribution, market analysis and promotion. Prerequisite: 45 hours earned.

BCMNM 4191. MEDIA WORKSHOP. 1 Hour.

Contemporary activities in broadcasting. Topics will vary. May be repeated up to three times. Prerequisite: Permission of the instructor.

BCMNM 4320. CURRENT ISSUES IN TELECOMMUNICATIONS. 3 Hours.

Recent and current literature in radio and television broadcasting, cablecasting, industrial video, satellite distribution, and national and international telecommunications policies. Current problems and possible solutions. Prerequisite: COMM 3315, a grade of C or better in BCMNM 3319, and BCMNM 3340.

BCMNM 4322. CORPORATE VIDEO PRODUCTION. 3 Hours.

Producing video for nonprofit, municipal, and corporate community partners. Includes professional client interaction, project proposals and contracts, team dynamics and leadership, and video distribution guidelines. Prerequisite: COMM 3315, a grade of C or better in BCMNM 3340, and a grade of C or better in either BCMNM 3319 or BCMNM 3350.

BCMNM 4350. TELEVISION REPORTING II. 3 Hours.

Production and evaluation of news programs for transmission on electronic media. Students will participate in production of newscasts for airing via broadcast and cable systems. Prerequisite: COMM 3315, a grade of C (2.0/4.0 scale) or better in BCMNM 3350.

BCMNM 4391. CONFERENCE COURSE. 3 Hours.

Topic assigned on an individual basis, covering individual research or study in the designated areas. May be repeated when topic changes, for a maximum of six credit hours. Prerequisite: BCMNM 3340 and 60 hours earned, and permission.

BCMN 4393. SPECIAL TOPICS. 3 Hours.

Special studies in broadcasting. Topic varies from semester to semester. May be repeated when topics change, for a maximum of six credit hours. Prerequisite: BCMN 3340 and 60 hours earned, and permission of department.

BCMN 4395. PROFESSIONAL INTERNSHIP. 3 Hours.

Individual research in broadcasting while working with business and industry. Individual conference to be arranged. Prerequisite: 60 or more hours earned and permission of department.