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Broadcast & Electronic Communication Arts Department

Broadcast & Electronic Communication Arts (BECA) MA PROGRAM

Program Highlights

[The Emmy Award™ winning](#) Department of Broadcast & Electronic Communication Arts (BECA) Master's program is a premier program designed for students pursuing an advanced education in media arts, whether it be in television and radio production, writing, business, management, digital and multimedia production and content delivery, or pedagogy. This broad, theory-driven approach is designed to encourage students to think critically about the many facets of the media industry, the content they produce, and the impact it has on our culture and communities. The department is currently involved in the design and construction of the new Liberal and Creative Arts building, which will house our new facilities.

The BECA Department offers a wide-range of opportunities for students. Founded in 2016, the Peter & Rosemary Casey Fellows Program gives students the opportunity to interact with industry professionals on campus and benefit from their expertise. They can also choose to pursue [media internship opportunities](#) as part of their degree program.

Student Accomplishments:

Students who earn a Master's degree from Broadcast & Electronic Communication Arts (BECA) go on to pursue careers in which media is an important and necessary component, including (but not limited to) news, management, public relations and promotions, tech, entertainment, multimedia writing, and education. BECA Alumni include Emmy-winning journalists, audio and video industry creatives, digital content writers, producers, and distributors, communications directors, managers, researchers, and academics. In addition, our [alumni](#) maintain a tradition of maintaining strong and collaborative professional networks after earning their degrees.

Faculty Accomplishments:

The [BECA faculty](#) are a diverse community of scholars and industry professionals who support the idea of a theory-driven approach to understanding all aspects of the media industry. In addition to being outstanding educators, researchers, and authors, they work in the industry as media critics, scriptwriters, journalists, business professionals, and Emmy Award™-winning

audio and video producers. We are also committed to community service at the local, national, and international level. BECA faculty members are dedicated to mentoring MA candidates as they develop their own individual scholarship and creative projects.

For more information about our programs please contact Dr. Melissa Camacho @ mcamacho@sfsu.edu.