

School of Media

Western Kentucky University
 216 Jody Richards Hall
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www.wku.edu/journalism 270 745-4144

Broadcasting

45 hours (Ref. # 726)

(Effective for catalog year **Fall 2020** and thereafter)

ADMISSION REQUIREMENTS:

Students wishing to enter the major in Broadcasting initially are admitted as majors "Seeking Admission" (ref.# 726P). Prospective majors may take no more than 15 hours in the major before admission. Students must meet the following requirements before they can be admitted:

1. Completion of a minimum of 24 hours of coursework applicable to a baccalaureate degree;
2. A minimum overall grade point average of 2.5;
3. Completion of ENG 100 with a grade of 'C' or better and nine additional hours in the Colonnade Program;
4. Completion of the following courses with a grade of 'C' or better: SOM 101, SOM 102, BCOM 201, and BCOM 266.

Students not meeting the above admission requirements will not be admitted to the Broadcast major and cannot register for additional courses in the major.

CURRICULUM: The major in Broadcasting (ref. # 726) requires a minimum of 45 semester hours and leads to a Bachelor of Arts degree. Students must take a minimum of 72 semester hours in courses outside of the School of Media, including the University's Colonnade Program requirements. In addition to meeting institutional requirements for graduation, the Broadcasting major must have a minor or second major outside of the School of Media and the Film Studies minor that is approved by the major faculty advisor. Students may not select a minor in Film Studies or from those offered within the School, unless taken as a second minor.

No course with a grade of "D" or below may be counted toward this major or used as a prerequisite. One-half of the hours in the major must be at the 300- or 400-level. Only three hours of internship or co-op may be counted within the major. One-hour workshops may be repeated in different topics up to four hours. Only three hours of workshop credit may be counted within the 45-hour major.

Required courses -18 hours (Pre-requisites are in parentheses.)

SOM 101 Understanding Media Content, Ethics and Technology [fall]
 SOM 102 Media Content, Collaboration and Community
 BCOM 201 Process and Effects of Mass Communication
 BCOM 266 Basic Television Production (SOM 101 or BCOM 201)
 BCOM 301 Mass Communication Law and Ethics (PS 110, BCOM 201)
 BCOM 366 Editing I (BCOM majors BCOM 266; FILM majors Film 100 and 201)

Writing Elective - 3 hours

BCOM 265 Basic Broadcast News (SOM 101 or 102) or
 BCOM 325 Electronic Media Writing (SOM 101 or 102)

Diversity Elective - 3 hours Select one course from the following list: SOM 310-Media Diversity, ANTH 448-Visual Anthropology, COMM 463-Intercultural Communication, CRIM 446-Gender, Crime, and Justice, FLK 330-Cultural Connections and Diversity, SOCL 355-Sociology of Gender, SOCL 362-Social Institutions: Race, Class, and Gender, SOCL 375-Diversity in American Society, SPAN 345-Hispanic Representation in the Media, or a diversity class approved by an academic advisor. (courses may have prerequisites)

Select one of the following four capstone experiences - 3 hours

BCOM 465 Advanced Broadcast News [spring] (BCOM 365)
 BCOM 482 Television Program Production (BCOM 380, 463, SR standing) [spring]
 BCOM 491 Internship (18 hours in the major, permission of program coordinator)
 SOM 402 First Amendment (permission of instructor)

Restricted Electives - 18 hours Chosen in consultation with department faculty advisor. Select eighteen additional hours from among all BCOM courses (excluding BCOM 264) or courses from the following list:

BCOM 261 Basic Radio Production (SOM 101 or 102) [spring]	BCOM 401 History of Broadcasting in America
BCOM 265 Basic Broadcast News (SOM 101 or 102)	BCOM 429 Broadcast Meteorology
BCOM 300 American Popular Arts	BCOM 461 Radio Workshop
BCOM 303 Acting for the Camera	BCOM 463 Field Production 11 [fall] (BCOM 266, 366, 367)
BCOM 325 Electronic Media Writing (SOM 101 or 102)	BCOM 466 Television Directing (BCOM 463)
BCOM 326 Radio/TV News Performance (BCOM 265 & BCOM 261 or 266)	BCOM 467 Workshop [1-hr] (permission)
BCOM 328 Broadcast Weather Graphics (BCOM 201 and GEOG 121)	BCOM 476 Advanced Radio Sales
BCOM 329 Broadcast Weather Data (BCOM 201 & GEOG 121)	BCOM 480 Editing 111 (BCOM 380)
BCOM 335 News Discovery and Selection (BCOM 265)	BCOM 481 Problems in Mass Communication
BCOM 360 Electronic Media Programming/Research [fall] (BCOM 301 or permission)	BCOM 485 Broadcast Operations & Management (BCOM 385 or permission)
BCOM 361 Advanced Radio Performance (BCOM 261) [fall]	BCOM 491 Internship
BCOM 365 Broadcast News Reporting and Producing (BCOM 265, 335, 368)	FILM 201 Introduction to Cinema
BCOM 367 Field Production [spring] (BCOM 266 & 366)	FILM 250 Screenwriting 1 (BCOM 325 or FILM 101 & 201)
BCOM 368 News Videography/Editing (BCOM 265 & 366)	JOUR 202 Introduction to News Writing
BCOM 369 Cooperative Education in Broadcast Communication	PJ 261 Introduction to Multimedia (PJ 131 or 231)
BCOM 378 Film Animation	AD 210 Software Studio for Designers (SO standing)
BCOM 380 Editing II (BCOM 366)	
BCOM 385 Broadcast Commercial Sales (SO standing)	

Four year plan on reverse side

Major in Broadcasting

2020 Catalog Year

For students entering the university fall 2020 and thereafter, the following four-year plan is an example of how to map your program in the Broadcasting major in consultation with your Broadcast faculty advisor. Every student will finish with a unique plan of his/her own depending on the minor area of study, electives selected, etc. Refer to the University undergraduate catalog for more information. Course Descriptions may be viewed at: <http://www.wku.edu/undergraduatecatalog>

Note: To meet ACEJMC' accreditation standards, students must take a minimum of 72 semester hours in courses outside of the School of Media including the University's general education requirements

*Accrediting Council on Education for Journalism and Mass Communication

Major in Broadcasting - Four Year Plan

120 hours with a 21-hour minor outside of the School of Media

Fall

Spring

Freshman Year	SOM 101 Understanding Media SOM 102 Media Content College Composition (F-W1) Human Communication (F-OC) Quantitative Reasoning (F-QR) (15 hours)	BCOM 266 Basic TV Production BCOM 201 Process/Effects of Mass Communication PS 110 American National Government* Art & Humanities (E-AH) Natural & Physical Science w/lab (E-SL/NS) * Pre-requisite for BCOM 301 (15 hours)
Sophomore Year	BCOM 366 Editing I BCOM 265 Basic Broadcast News OR BCOM 325 Media Writing World History (F-SB) General Elective or Foreign Language'* Minor Course (15 hours)	BCOM Elective BCOM Elective BCOM Diversity Elective Literary Studies (F-AH) Natural & Physical Science w/o lab (E-NS) (15 hours)
Junior Year	BCOM Elective BCOM Elective Connections - Social & Culture (K-SC) Minor Course Minor Course (15 hours)	BCOM 301 Mass Communication Law ENG 300 Writing in the Disciplines (F-W2) Connections - Local to Global (K-LG) Minor Course General Elective (15 hours)
Senior Year	BCOM Elective BCOM Elective Minor Course Minor Course General Elective Course (15 hours)	BCOM Capstone Connections - Systems (K-SY) Minor Course General Elective Course General Elective Course (15 hours)
		120 Total Hours

***PS 110 - Pre-requisite for JOUR 301 or BCOM 301**

****World Language Requirement:** Language Proficiency of novice-high before completing 60 credit hours is required (or completion of 2nd level of a language). Two credits (or equivalent) of a single world language in High School satisfies this WKU requirement.

For more details and courses offered in the Colonnade General Education program visit: <https://www.wku.edu/colonnade/>

