



# Major in Communication, B.A.

(Emphasis in Radio-TV-Film)

2017-2018

## **Additional Sources of Information**

### **WEBSITE:**

www.swau.edu

### **DEPARTMENT CONTACTS:**

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Southwestern Adventist University's Communication Department offers three emphasis areas of study: 1) Advertising & Public Relations, 2) Journalism, and 3) Radio-TV-Film. Our department prepares students to be effective Christian communicators. This includes developing skills in personal interaction, writing, creating media content, and managing the elements of communication technology. In addition, students will learn about the newest forms of convergence and interaction in the areas of radio, television, film, journalism, advertising, and public relations, including photography and social media. Communication majors receive hands-on experience in our Mac Lab, as well as our radio and television stations.

### **Job Market**

The communication job market is very broad. Just a few positions Southwestern communication graduates have held include hospital vice president, graphic artist, television producer, newspaper editor, radio station manager, photographer, public relations director, television news reporter, and author. Our graduates who have gone on to graduate school have done so very successfully, entering careers in law, business, and pastoral ministry.

### **Job Outlook**

The job outlook in the broad communication field is very bright. More companies are hiring, and students aren't just finding good opportunities, some are weighing multiple offers. Internships often turn into full-time positions.

### **Earnings**

Although this will vary widely by region and position, the most notable salary improvement in recent years is for grads with degrees in business or communication. Both groups are seeing a 2.2 percent annual salary uptick thus far. This salary improvement is ahead of computer sciences, education, engineering, health sciences, humanities/social sciences, and math & sciences.

### **Educational Qualifications**

Most entry-level positions in the many fields of communication may be obtained with an undergraduate degree. However, a graduate degree in communication will often provide career advantages.

### **General Education Requirements**

To view general education requirements for this major please visit [catalog.swau.edu/Undergraduate/2017-2018](http://catalog.swau.edu/Undergraduate/2017-2018).



**COMM 110** Communication Media .....3  
**COMM 112** Announcing.....3  
**COMM 115** Audio Production *or*  
**COMM 224** Photography .....3  
**COMM 137** Media Techniques.....3  
**COMM 261** Reporting I.....3  
**COMM 237** Video Production .....3  
**COMM 335** Persuasion *or*  
**COMM 343** Visual Communication.....3  
**COMM 351** Advertising.....3  
**COMM 355** Understanding Film.....3  
**COMM 431** Media Law and Ethics *or*  
**COMM 451** Communication Theory .....3  
**COMM 481** Senior Portfolio Seminar.....1

**TOTAL: 31**

**NOTE:** The B.A. degree requires an intermediate foreign language and a minor.

**SAMPLE FOUR-YEAR SCHEDULE**

	FIRST SEMESTER	SECOND SEMESTER
<i>First Year</i>	COMM 110—Communication Media.....3 COMM 125—Audio Production.....3 Foreign Language Course (Beginning).....4 ENGL 121—Freshman Composition .....3 UNIV 111—Wellness for Life .....2 <b>TOTAL .....15</b>	COMM 112—Announcing .....3 COMM 137—Media Techniques .....3 Foreign Language Course (Beginning).....4 MATH 110—College Algebra .....3 COMM 111—Speech .....3 <b>TOTAL .....16</b>
<i>Second Year</i>	COMM 261—Reporting I .....3 ENGL 220—Research Writing.....3 Foreign Language Course (Intermediate).....3 CSIS—Computer Science Course.....3 Life Science Elective.....4 KINA Activity Elective .....1 <b>TOTAL .....17</b>	COMM 224—Photography .....3 COMM 237—Video Production.....3 Religion Elective .....3 Foreign Language Course (Intermediate).....3 Physical Science Elective.....4 <b>TOTAL .....16</b>
<i>Third Year</i>	COMM 335—Persuasion .....3 COMM 343—Visual Communication .....3 Fine Arts Elective .....1 Religion Elective.....3 History/Social Science Elective .....3 KINA Activity Elective .....1 <b>TOTAL .....16</b>	COMM 361—Reporting II .....3 COMM 451—Communication Theory.....3 Literature Elective .....3 History/Social Science Elective .....3 Religion Elective .....3 <b>TOTAL .....15</b>
<i>Fourth Year</i>	History/Social Science Elective .....3 Religion Elective (Upper Division).....3 Electives .....6 Elective (Upper Division).....3 <b>TOTAL .....15</b>	COMM 431—Media Law and Ethics .....3 COMM 355—Understanding Film .....3 Elective.....3 Electives (Upper Division) .....6 <b>TOTAL .....15</b>