



# Major in Communication, B.S.

(Emphasis in Journalism)

2017-2018

## **Additional Sources of Information**

### **WEBSITE:**

www.swau.edu

### **DEPARTMENT CONTACTS:**

#### Chair

Michael Agee, M.A.

#### Faculty

Kyle Portbury, M.A.

Glen Robinson, Ph.D.

#### Adjunct

Chris Combest, M.L.A.

David Pollock, M.A.

Landi Whitefield, B.A.

### **LOCATION:**

304 N. College Drive

### **MAIL:**

Department of  
Communication  
100 W. Hillcrest Street  
Keene, TX 76059

800-433-2240 TOLL-FREE  
817-202-6776 DEPARTMENT

100 W. Hillcrest Street  
Keene TX 76059

(800) 433-2240 TOLL-FREE  
(817) 202-6794 PHONE  
(817) 556-4712 FAX

www.swau.edu

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 127** Photo and Graphic Editing..... 3  
**COMM 137** Media Techniques..... 3  
**COMM 224** Photography..... 3  
**COMM 241** Public Relations..... 3  
**COMM 261** Reporting I..... 3  
**COMM 335** Persuasion ..... 3  
**COMM 343** Visual Communication..... 3  
**COMM 361** Reporting II..... 3  
**COMM 383** Editorial Techniques..... 3  
**COMM 422** Writing for Publication..... 3  
**COMM 431** Media Law and Ethics..... 3  
**COMM 451** Communication Theory..... 3  
**COMM 461** Reporting III..... 3  
**COMM 481** Senior Portfolio Seminar..... 1

**TOTAL: 49**

**SAMPLE FOUR-YEAR SCHEDULE**

|                    | FIRST SEMESTER   | SECOND SEMESTER  |
|--------------------|--|--|
| <i>First Year</i>  | COMM 110—Communication Media.....3<br>COMM 111—Speech .....3<br>COMM 127—Photo and Graphic Editing .....3<br>ENGL 121—Freshman Composition .....3<br>UNIV 111—Wellness for Life .....2<br><b>TOTAL .....14</b>                                   | COMM 112—Announcing .....3<br>COMM 137—Media Techniques .....3<br>CSIS—Computer Science Course.....3<br>MATH 110—College Algebra .....3<br>Religion Elective .....3<br><b>TOTAL .....15</b>          |
| <i>Second Year</i> | COMM 247—Publication Design .....3<br>COMM 261—Reporting I.....3<br>ENGL 220—Research Writing.....3<br>Religion Elective .....3<br>Life Science Elective.....4<br>KINA Activity Elective .....1<br><b>TOTAL .....17</b>                          | COMM 224—Photography .....3<br>Literature Elective .....3<br>Fine Arts Elective .....3<br>History/Social Science Elective .....3<br>Physical Science Elective.....4<br><b>TOTAL .....16</b>          |
| <i>Third Year</i>  | COMM 241—Public Relations .....3<br>COMM 335—Persuasion .....3<br>COMM 343—Visual Communication .....3<br>COMM 361—Reporting II.....3<br>COMM 383—Editorial Techniques .....3<br>KINA—Kinesiology Activity Course .....1<br><b>TOTAL .....16</b> | COMM 361—Reporting II .....3<br>COMM 451—Communication Theory.....3<br>Religion Elective .....3<br>History/Social Science Elective .....3<br>Elective (Upper Division).....3<br><b>TOTAL .....15</b> |
| <i>Fourth Year</i> | COMM 422—Writing for Publication .....3<br>Religion Elective (Upper Division).....3<br>History/Social Science Elective .....3<br>Electives (Upper Division).....6<br><b>TOTAL .....15</b>  | COMM 431—Media Law and Ethics .....3<br>COMM 481--Senior Portfolio Seminar .....1<br>Electives .....6<br>Electives (Upper Division) .....6<br><b>TOTAL .....16</b>                                   |