

B.A. Communication Radio-TV-Film emphasis

2023-24

WEBSITE

<https://www.swau.edu/communication>

DEPARTMENT PERSONNEL

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Southwestern Adventist University's Communication Department offers three emphasis areas of study: 1) Advertising & Public Relations, 2) Online Media, 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, online media, advertising, and public relations, including photography and social media. Communication majors receive hands-on experience in our Mac lab, our three audio/video editing suites 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

Earnings potential for graduates with communication degrees varies widely depending on many factors including the geographic location, the industry you choose, position, skills, and experience. According to the U.S. Bureau of Labor Statistics (May, 2019), the median annual income for film and video editors is \$59,810, while producers and directors earn a median annual wage of \$74,420. Multimedia artists earn a median annual income of \$75,270.

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.



| Item # | Title | Credits |
|----------|--------------------------------------|---------|
| COMM 110 | Communication Media | 3 |
| COMM 112 | Announcing | 3 |
| | COMM 125 or COMM 224 | 3 |
| COMM 137 | Mobile and Emerging Media Production | 3 |
| COMM 237 | Video Production I | 3 |
| COMM 261 | Media Writing I | 3 |
| | COMM 335 or COMM 343 | 3 |
| COMM 355 | Understanding Film | 3 |
| COMM 361 | Media Writing II | 3 |
| | COMM 431 or COMM 451 | 3 |
| COMM 481 | Senior Portfolio Seminar | 1 |
| | Sub-Total Credits | 31 |

Sample 4 Year Curriculum

General Education Requirements

To view general education requirements for this major please visit: <https://catalog.swau.edu/core-curriculum-for-a-bachelors-degree>

First Year First Semester

| Item # | Title | Credits |
|----------|--------------------------------|---------|
| | Beginning Language Requirement | 4 |
| COMM 110 | Communication Media | 3 |
| COMM 125 | Audio Production | 3 |
| ENGL 121 | Freshman Composition | 3 |
| UNIV 111 | Wellness for Life | 2 |
| | Sub-Total Credits | 15 |

First Year Second Semester

| Item # | Title | Credits |
|----------|--------------------------------------|---------|
| | Beginning Language Requirement | 4 |
| COMM 112 | Announcing | 3 |
| COMM 137 | Mobile and Emerging Media Production | 3 |
| MATH 110 | College Algebra | 3 |
| | Religion GE Requirement | 3 |
| | Sub-Total Credits | 16 |

Second Year First Semester

| Item # | Title | Credits |
|----------|------------------------------------------|---------|
| COMM 224 | Photography | 3 |
| COMM 261 | Media Writing I | 3 |
| ENGL 220 | Research Writing | 3 |
| | Intermediate Language Requirement | 3 |
| | Life and Physical Science GE Requirement | 4 |
| | Sub-Total Credits | 16 |

Second Year Second Semester

| Item # | Title | Credits |
|----------|------------------------------------------|---------|
| COMM 237 | Video Production I | 3 |
| COMM 111 | Speech | 3 |
| | Intermediate Language Requirement | 3 |
| | Life and Physical Science GE Requirement | 4 |
| | Religion GE Requirement | 3 |
| | Sub-Total Credits | 16 |

Third Year First Semester

| Item # | Title | Credits |
|--------|----------------------------|---------|
| | Literature GE Requirement | 3 |
| | Minor Elective | 3 |
| | Fine Arts GE Requirement | 3 |
| | Religion GE Requirement | 3 |
| | History GE Requirement | 3 |
| | Kinesiology GE Requirement | 1 |
| | Sub-Total Credits | 16 |

Third Year Second Semester

| Item # | Title | Credits |
|----------|----------------------------|---------|
| COMM 361 | Media Writing II | 3 |
| COMM 335 | Persuasion | 3 |
| | History GE Requirement | 3 |
| | Kinesiology GE Requirement | 1 |
| | Minor Elective | 3 |
| | Sub-Total Credits | 13 |

Fourth Year First Semester

| Item # | Title | Credits |
|--------|------------------------------------|---------|
| | Elective Course for 120 | 3 |
| | Minor Elective | 3 |
| | Minor Elective | 3 |
| | Religion GE Requirement | 3 |
| | Social Science GE Curriculum Guide | 3 |
| | Sub-Total Credits | 15 |

Fourth Year Second Semester

| Item # | Title | Credits |
|----------|--------------------------|---------|
| COMM 431 | Media Law and Ethics | 3 |
| COMM 355 | Understanding Film | 3 |
| COMM 481 | Senior Portfolio Seminar | 1 |
| | Minor Elective | 3 |
| | Minor Elective | 3 |
| | Sub-Total Credits | 13 |

June 2023

Southwestern Adventist University—Office of Academic Administration