

## B.S. Communication Concentration in Radio-TV-Film

2023-24

### WEBSITE

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

### DEPARTMENT PERSONNEL

#### *Chair*

Richard Brett Hadley, M.F.A.

#### *Faculty*

Alison Hill, M.A.

*Adjunct Faculty*

Chris Lebrun, M.A.

Glen Robinson, Ph.D

### LOCATION

Pechero Hall

### CONTACT

[admissions@swau.edu](mailto:admissions@swau.edu)

[rbhadley@swau.edu](mailto:rbhadley@swau.edu)

(817) 202-6285

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	Choose COMM 332 or COMM 351		
COMM 112	Announcing	3	Item #	Title	Credits
COMM 125	Audio Production	3	COMM 332	Media Management	3
COMM 127	Graphic Design	3	COMM 351	Advertising	3
COMM 137	Mobile and Emerging Media Production	3		Sub-Total Credits	3
COMM 224	Photography	3	Radio/TV/Film Concentration		
COMM 237	Video Production I	3	Item #	Title	Credits
COMM 261	Media Writing I	3	COMM 333	Narrative Writing	3
COMM 270	Social Media Strategy	3	COMM 335	Persuasion	3
COMM 335	Persuasion	3		COMM 337 or COMM 437	3
COMM 343	Visual Communication	3	COMM 338	Pixel Alchemy: Mastering Video Post-Production	3
COMM 361	Media Writing II	3	COMM 340	Script Writing	3
COMM 431	Media Law and Ethics	3		Sub-Total Credits	15
COMM 481	Senior Portfolio Seminar	1			
	Sub-Total Credits	37			

# 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			First Year Second Semester		
Item #	Title	Credits	Item #	Title	Credits
COMM 112	Announcing	3	COMM 137	Mobile and Emerging Media Production	3
COMM 125	Audio Production	3		Kinesiology GE Requirement	1
ENGL 121	Freshman Composition	3		Life and Physical Science GE Requirement	4
KINT 112	Whole-Person Wellness	2		Religion GE Requirement	3
	Kinesiology GE Requirement	1		Social Science GE Curriculum Guide	3
	Mathematics GE Curriculum Guide	3		Religion GE Requirement	3
	Sub-Total Credits	15		Sub-Total Credits	17
Second Year First Semester			Second Year Second Semester		
Item #	Title	Credits	Item #	Title	Credits
COMM 111	Speech	3	COMM 224	Photography	3
COMM 127	Graphic Design	3	COMM 237	Video Production I	3
COMM 261	Media Writing I	3		Fine Arts GE Requirement	3
ENGL 220	Research Writing	3		History GE Requirement	3
	Life and Physical Science GE Requirement	4		Religion GE Requirement	3
	Sub-Total Credits	16		Sub-Total Credits	15
Third Year First Semester			Third Year Second Semester		
Item #	Title	Credits	Item #	Title	Credits
COMM 343	Visual Communication	3	COMM 270	Social Media Strategy	3
COMM 333	Narrative Writing	3	COMM 335	Persuasion	3
	Elective Course for 120	3	COMM 338	Pixel Alchemy: Mastering Video Post-Production	3
	History GE Requirement	3	COMM 361	Media Writing II	3
	Religion GE Requirement	3		Literature GE Requirement	3
	Sub-Total Credits	15		Sub-Total Credits	15
Fourth Year First Semester			Fourth Year Second Semester		
Item #	Title	Credits	Item #	Title	Credits
	COMM 332 or COMM 351	3		COMM 337 or COMM 437	3
	Elective Course for 120	3	COMM 431	Media Law and Ethics	3
	Elective Course for 120	3	COMM 481	Senior Portfolio Seminar	1
	Elective Course for 120	3		Elective Course for 120	3
	Elective Course for 120	3		Elective Course for 120	3
	Sub-Total Credits	15		Sub-Total Credits	13