AIMS OF THE DEPARTMENT
There is great demand both in the United States and around the world for men and women skilled in creating and managing the elements of communication. It is the aim of this department to strengthen students' personal, public, and professional communication skills.

Communication students at Southwestern Adventist University choose one of the department's three major areas of study: Journalism, PR and Advertising, or Radio-TV-Film. The department also offers a minor in Speech Communication. Many communication students acquire valuable training and experience at one or more of the following facilities on or adjoining the campus:

88.3 KJCR, the University's FM station
KGSW, Channel 31, the University's TV station
The Studios at Southwestern (digital audio/video production)
Cable TV Channel 8 in Keene

The department encourages all upper division majors to complete an off-campus internship in their major field. Even before graduation, and sometimes as a direct result of internship positions, many of our majors are hired by these communication firms, and communication alumni from Southwestern who have continued their education through graduate school have done so very successfully.

This department prepares men and women to meet the challenges and to take advantage of the opportunities of Christian communication professionals in today's world.

Withdrawing from or Repeating Courses
Students may withdraw from or repeat a course in their communication major or minor only one time.

Multiple Communication Majors/Minors
A student cannot earn either two communication majors or both a communication major and minor. This is due to required course duplication and because career preparation in two academic fields is preferable to preparation in one field.

Communication Competencies
Competence in both oral and written communication is required for progress in each of the majors and minors offered by the department. Competence in oral communication is considered the completion of Speech Communication performance courses required in the major or minor with a grade of C or above.

Writing is a major component of upper division communication courses. The university requires all students to have passed ENGL 220 Research and Professional Writing or its equivalent before enrolling in any upper division course.

PROGRAMS
B.A. Journalism - 37 hours (18 u.d.)
B.A. PR and Advertising - 37 hours (21 u.d.)
B.A. Radio-TV-Film - 37 hours (15 u.d.)
B.S. Journalism - 49 hours (27 u.d.)
B.S. PR and Advertising - 49 hours (27 u.d.)
B.S. Radio-TV-Film - 49 hours (26 u.d.)

Minors in Journalism, PR and Advertising, Radio-TV-Film, and Speech Communication.
## Communication

### Radio-TV-Film, B.S. (This major does not require a minor.)

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Major</th>
<th>Minor</th>
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<tbody>
<tr>
<td>COMM 110</td>
<td>Mass Communication</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>COMM 111</td>
<td>Fundamentals of Speech</td>
<td>3</td>
<td>3</td>
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<tr>
<td>COMM 115</td>
<td>Discussion Techniques</td>
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<tr>
<td>COMM 201</td>
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<tr>
<td>COMM 222</td>
<td>Media Writing</td>
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<td>COMM 224</td>
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<td>COMM 233</td>
<td>Interpersonal Communication</td>
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<td>COMM 241</td>
<td>Public Relations</td>
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<td>COMM 324</td>
<td>Photojournalism</td>
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<td>COMM 335</td>
<td>Persuasion</td>
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<td>COMM 343</td>
<td>Visual Communication</td>
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<td>COMM 351</td>
<td>Advertising</td>
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<td>COMM 352</td>
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<td>COMM 381</td>
<td>Development</td>
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<td>COMM 431</td>
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<td>COMM 442</td>
<td>Applied PR and Advertising</td>
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<tr>
<td>COMM 451</td>
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**TOTAL** 49 18

### Radio-TV-Film, B.S. (This major does not require a minor.)

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<td>Digital Audio Production</td>
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<td>COMM 230</td>
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<td>COMM 313</td>
<td>Broadcasting in America</td>
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**TOTAL** 37 18

### Minor in Speech Communication

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<td>COMM 113</td>
<td>Oral Interpretation</td>
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<td>Discussion Techniques</td>
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<td>COMM 233</td>
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**TOTAL** 21

### TEACHING CERTIFICATION PROGRAM

The student must make formal application for admittance to the Teacher Education Program. Applications are available at the Education Department office.

**Journalism B.A. or B.S. - Secondary Teaching Area**

- The student must meet the requirements for a B.A. or B.S. degree in Journalism.

### COURSES

- **COMM 110 Mass Communication**
  - 3 hours
  - An historical and critical survey of the role played by mass communication in shaping culture. Individual media institutions are examined in terms of the information they distribute, the entertainment they provide, and the influence they bring. Attention is given to the audience/medium relationship and to improving students' media literacy. (Fall)

- **COMM 111 Fundamentals of Speech**
  - 3 hours
  - Theoretical and practical instruction in the principles of effective oral communication, with a concern for its importance in a democratic society. Emphasis is placed on content, organization, speaker attitudes, critical listening, audience analysis, and delivery. (Fall, Spring)

- **COMM 112 Radio/TV Announcing**
  - 3 hours
  - Introduces the student to current radio and television announcing techniques. Emphasis is given to interpretation of copy, audio and video performance, voice analysis and improvement, interviewing techniques, pronunciation and articulation, and general speech improvement. Some attention is also given to ad-lib announcing, narration, and techniques of news, music, and sports announcing. (Spring)

- **COMM 113 Oral Interpretation**
  - 3 hours
  - Introduction to and experience in discovering the meaning in literature and effectively sharing this meaning through oral presentations. A variety of readings will be selected from scripture, poetry, prose, and drama. (Spring, odd years)

- **COMM 115 Discussion Techniques**
  - 3 hours
  - A study of the democratic methods used to solve problems and conduct business in various kinds of group organizations. Includes a number of traditional face-to-face group activities as well as individual presentations. (Spring, even years)

- **COMM 170 Media Production Practicum**
  - 1 hour
  - Prerequisite: Permission of instructor and department chair.
  - Supervised work in an off-campus media production environment. A minimum of 50 clock hours of work experience is required. Pass/fail course. May be repeated for a total of 3 credits. (Fall, Spring)
COMM 201 Communication Research 1 hour
Prerequisite: ENGL 121
An introduction to the research skills used in the field of communication. Students will use primary and secondary sources as well as communication journals, indexes, and databases as they produce a research paper and engage in other activities related to critical thinking within the discipline of communication. Students will also be exposed to current communication scholarship and begin the process of senior portfolio development. This course fulfills the requirement for UNIV 201: Research in an Academic Discipline as specified in SWAU’s Quality Enhancement Plan. (Spring)

COMM 217 Broadcast Graphic Design and Animation 3 hours
An introduction to broadcast graphic design principles and requirements for still and animated images. The student will learn the fundamentals of computer animation through basic 2-D, 3-D, and Stop-Motion techniques. Upon completion of this course students will have a basic working knowledge of several software packages commonly used in the industry. Students will also have designed and completed broadcast-quality projects suitable for their portfolios. Supplies fee. (Fall, odd years)

COMM 222 Media Writing 3 hours
Prerequisite: ENGL 121.
An introduction to news, public relations, advertising, and other writing styles for communicating effectively. This course examines the writing process, including appropriate use of grammar, spelling, and punctuation, and shows students how to accomplish a variety of writing tasks in a media context. Extensive practice in writing. (Spring)

COMM 224 Digital Photography 3 hours
Prerequisite: Permission of instructor
Introduces the basic tools, materials, and techniques of digital photography. Assignments are designed to develop skill in camera operation, composition, and editing and printing the digital photograph. Student must furnish digital camera. Supplies fee. 2 Lec 3 Lab. (Fall)

COMM 226 Digital Audio Production 3 hours
In this course the student receives practical hands-on experience with digital audio equipment. Attention is given to mixing, recording, and editing. Includes segments on news, music, and commercial production. Supplies fee. 2 Lec 3 Lab. (Spring)

COMM 230 Broadcast Journalism 3 hours
Prerequisite: ENGL 121.
This broadcast news course emphasizes the importance of clear, concise, and engaging writing, as well as accurate, thorough, and fair reporting. Other elements include writing to audio, producing newscasts and public affairs programs, writing to visuals, news on the Web, and ethics and law. (Fall, even years)

COMM 233 Interpersonal Communication 3 hours
Cognitive and experiential learning about interpersonal relationships. Students acquire insights about themselves and how they relate to others. (Spring, even years)

COMM 237 Video Production 3 hours
This course includes segments on lighting, the video camera, the production switcher, equipment interconnection, digital nonlinear editing, and program production for television. Emphasis is given to multiple camera techniques for both studio and location production. Supplies fee. 2 Lec 3 Lab. (Fall)

COMM 241 Public Relations 3 hours
A course dealing with definitions, basic objectives, and concepts of public relations. Attention is given to the role of public relations, research for public relations, public and target audiences, communication concepts and channels, campaigns, and the legal and ethical environment of public relations. (Also taught as MKTG 241.) (Fall)

COMM 291 Selected Topics 1 hour
Prerequisite: Permission of department chair
This course offers the lower-division student opportunity to pursue investigations in fields of special interest under the direction of the departmental staff. Content and method of study must be arranged prior to registration. May be repeated for a total of 2 credits.

COMM 313 Broadcasting in America 3 hours
An advanced study of broadcasting in the United States, this course includes elements on the origins and growth of broadcasting and cable; the physical bases of radio, television, and cable; programming, ratings, and effects; regulatory and constitutional matters; and current issues, including an international perspective. (Fall, odd years)

COMM 322 News Writing and Reporting 3 hours
Prerequisite: COMM 222 or permission of instructor
A continuation of COMM 222, with emphasis on the principles, practices, and ethics of news reporting, interviewing, and writing. Extensive writing. (Fall, even years)

COMM 324 Photojournalism 3 hours
Prerequisite: COMM 224 or permission of instructor
An advanced study of the visual image as it is used to document social conditions. Emphasis is given to news photographs, cropping, and legal and ethical considerations. Student must furnish digital camera. Supplies fee. (Spring, odd years)

COMM 332 Broadcast Management 3 hours
Emphasis on radio and television station management, including segments on financial and human resource management, promotion and marketing, sales, broadcast regulations, and cable television systems. (Fall, even years)

COMM 335 Persuasion 3 hours
A study and practice of the principles and techniques involved in persuasion. Elements include the psychology of persuasion; the relation of persuasion to imaging, advertising, and propaganda; and the role of persuasion in a free society. (Spring, odd years)

COMM 338 Advanced Video Production 3 hours
Prerequisite: COMM 237 or permission of instructor
The student will use advanced production techniques to create newscast packages and documentary films. These productions will be used in regular news broadcasts. The course will also include multiple camera techniques for both studio and location production. Video projects required. Supplies fee. 2 Lec 3 Lab. (Spring, odd years)
COMM 343 Visual Communication 3 hours
A study of visual rhetoric, specifically the relationship between images and the messages they convey. The course will survey images in all areas of modern mass communication, including advertising, public relations, journalism, graphic design, photography, motion pictures, television and video, and the World Wide Web. Includes a broad segment teaching publication software. (Fall)

COMM 351 Advertising 3 hours
This course studies the role of advertising in society, its impact on the economy, its function in business and marketing, and its communication aspects, including media applications. Attention is given to social, legal, and ethical considerations; the business of advertising; consumer behavior; and creative strategies and processes. (Fall)

COMM 355 Understanding Film 3 hours
A study of film, including the medium's history and the development of cinema structure within social and cultural contexts. Elements include photography, mise en scene, movement, editing, sound, acting, drama, story, writing, ideology, and critique. Viewing and analysis of significant films in cinema history. 2 Lec 3 Lab. (Spring, even years)

COMM 381 Development 3 hours
A study of fundraising and the philanthropic tradition and its role in the successful operation of nonprofit organizations. Attention is given to the techniques of producing fundraising proposals and campaigns directed to individuals, foundations, corporations, and other philanthropic organizations. (Spring, even years)

COMM 383 Editorial Techniques 2 hours
Prerequisite: COMM 222
Prerequisite or corequisite: COMM 322
This course emphasizes the principles and practices of copy preparation and editorial decision making. Elements include working with writers and a production staff, meeting deadlines, headline and caption writing, picture editing, and editing copy for accuracy. Students will apply coursework by serving as the editorial staff of the Southwesterner, the campus news website and the campus newspaper. (Fall)

COMM 384 Editorial Practicum 1 hour
Prerequisite: COMM 383
In this course, a continuation of COMM 383, students serve as editorial managers of the Southwesterner, the campus news website and the campus newspaper. (Spring)

COMM 422 Feature Writing 3 hours
Prerequisite: COMM 222 or permission of instructor
A course dealing with newspaper and magazine features. Emphasis is placed on publishing articles in on- and off-campus publications. Extensive practice in writing various types of feature stories and in dealing with editors and deadlines. (Fall, odd years)

COMM 431 Media Law and Ethics 3 hours
A study of the major principles of media law and media-related ethical concerns. Emphasis is given to the most important court decisions and statutory enactments in communication law, including prior restraint, libel and slander, fair trial/free press conflicts, and the First Amendment. Attention is given to building a personal approach to ethics within the context of the individual's relationships both with supervisors and with the public. This course fulfills the requirement for an upper-division course with components as specified in SWAU's Quality Enhancement Plan. (Fall, even years)

COMM 437 Television Field Production and Reporting 3 hours
Prerequisite: COMM 237 or permission of instructor.
Advanced study in television news reporting, photography, and editing. Emphasis is given to writing for television, using the camera and microphone, and video editing for broadcast-quality storytelling. Supplies fee. (Spring, even years)

COMM 442 Applied Public Relations and Advertising 3 hours
This course uses team projects to teach the tools and techniques necessary to work in the fields of public relations and advertising. Public relations assignments may include, but are not limited to, crisis management, special events, media relations, publications, and internal communications. Advertising assignments may include, but are not limited to, image and identity, political advertising, jingles and slogans, campaigns for large and small companies, and demographic and psychographic research. (Fall, odd years)

COMM 451 Communication Theory 3 hours
This course presents the theoretical bases of interpersonal communication, group and public communication, mass communication, and communication in cultural contexts. Attention is given to the nature of inquiry and theory as well as several topics in communication theory, including interpersonal messages, cognitive processing, relationship development and maintenance, influence, group decision making, organizational communication, public rhetoric, media and culture, media effects, and intercultural and gender communication. There are ethical reflections throughout the course and an attempt to integrate and relate the various communication theories covered. This course fulfills the requirement for an upper-division course with components as specified in SWAU’s Quality Enhancement Plan. (Spring, odd years)

COMM 471 Radio Internship 1-3 hours
COMM 472 Television Internship 1-3 hours
COMM 473 Journalism Internship 1-3 hours
COMM 474 Public Relations Internship 1-3 hours
COMM 475 Advertising Internship 1-3 hours
Prerequisite: Permission of department chair and instructor.
These courses offer the advanced student university credit for on-the-job, off-campus work in radio, television, journalism, public relations, or advertising under the joint direction of the departmental staff and a supervisor at the medium or business selected.

COMM 491 Selected Topics 1 hour
Prerequisite: Permission of department chair
This course offers the advanced student opportunity to pursue investigations in fields of special interest under the direction of the departmental staff. Content and method of study must be arranged prior to registration. May be repeated for a total of 2 credits.