Degree Benefits
The primary concern of communication studies is the human capacity to share ideas with people of different cultures and points of view. Radio, television and other communication technologies have greatly enhanced our ability to connect with others around the globe. The electronic communication media have an immense impact on human communication. Understanding the dynamics of these technologies and their effects is the most important focus of this degree program. Graduates will have an understanding of the dynamics and skills necessary to function in entry-level jobs in many organizations concerned with mediated messages.

Job Options
With a degree in radio and television, one may pursue careers in radio or TV production, writing, sales, management, news reporting or entertainment. Jobs are considerably more available in production and sales. On-air jobs in television are competitive, and individuals who seek them find they must be willing to move from small markets to larger and larger markets. Graduates with audio and video production experience are finding job opportunities in venues other than commercial radio and television. In law, for example, some companies are specializing in the production of videotaped depositions and hearings. Because of the expanding job opportunities, attention is focused on developing skills in audio and video news, commercial and dramatic writing; in directing, producing and performing; and in developing an understanding of how mediated messages influence our daily lives. Thus, the program also seeks to develop the skills necessary for managing audio and video production facilities.

Program Objectives
Students completing the program in radio and television should be able to:
- Demonstrate their knowledge of the theoretical foundations, historical development and social context of the mass media, audio/video arts and media criticism.
- Demonstrate competency in basic audio and video production skills.
- Demonstrate competency in skills relevant to writing for audio and video production.
- Plan and execute an ongoing program of academic and professional development, including developing and implementing a plan for specialization in an intermediate level of production or performance.
- Understand and utilize creative processes, particularly as they relate to developing ideas and solving problems.

Cal U Advantages
The Department of Communication Studies is proud of the record its interns have achieved in a number of broadcast facilities. Internships are available with radio/television studios and with public relations and advertising firms for students achieving a 3.0 grade-point average in the major. Students also may receive practical experience working at the University radio station, television studio and local cable access channel.

BACHELOR OF ARTS
RADIO AND TV — 120 CREDITS
The following eight-semester schedule of courses provides a recommended framework for completing this program of study in four years. To ensure that they are making satisfactory academic progress, students should consult with their faculty adviser, ensure that they complete necessary prerequisites and required courses in sequence, and complete a minimum of 15 credits each semester.
### Freshman Year

**First Semester** .................................................................16 credits  
UNI 100 First-Year Seminar .........................................................1 crs.  
ENG 101 English Composition I ...................................................3 crs.  
COM 100 Perspectives on Communication .................................3 crs.  
COM 101 Oral Communication ....................................................3 crs.  
COM 141 Audio Production I .......................................................3 crs.  
General Education Course ..........................................................3 crs.

**Second Semester** ..................................................................15 credits  
ENG 102 English Composition II .................................................3 crs.  
COM 106 Introduction to Mass Communication .........................3 crs.  
COM 142 Video Production I .......................................................3 crs.  
General Education Courses .........................................................6 crs.

### Sophomore Year

**Third Semester** ..................................................................15 credits  
COM Performance Elective or Production Elective ....................3 crs.  
General Education and/or Minor or Elective Course .................12 crs.

**Fourth Semester** ..................................................................15 credits  
COM Performance or Production Elective .................................3 crs.  
General Education and/or Minor or Elective Course .................12 crs.

### Junior Year

**Fifth Semester** .................................................................15 credits  
COM 381 Communication Research and/or Specialized Writing Elective, Communication Management Elective, and/or General Education and/or Minor or Elective Course ....15 crs.

**Sixth Semester** ...................................................................15 credits  
COM 381 Communication Research and/or Specialized Writing Elective, Communication Management Elective, and/or General Education and/or Minor or Elective Course ....6 crs.

### Senior Year

**Seventh Semester** .............................................................15 credits  
COM 381 Communication Research Techniques and/or COM 490 Communication Theory and/or COM 499 Career Design Strategies and/or Specialized Writing Elective, Communication Management Elective, and/or General Education and/or Minor or Elective Course ....15 crs.

**Eighth Semester** ..............................................................15 credits  
COM 381 Communication Research Techniques and/or COM 490 Communication Theory and/or COM 499 Career Design Strategies and/or Specialized Writing Elective, Communication Management Elective, and/or General Education and/or Minor or Elective Course ....15 crs.