

# BHA-Professional Writing

Fall 2023

## Bachelor of Humanities and Arts (BHA)

### **Dietrich College (DC) Concentration in Professional Writing**

**84 units (minimum)**

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Professional Writing combines liberal and professional education with a strong foundation in rhetorical studies. The concentration in Professional Writing has a strong career orientation and is specifically designed to prepare students for successful careers as writers and communications specialists in a range of fields: publishing, government, journalism, the non-profit sector, education, public and media relations, corporate communications, advocacy writing and the arts. The concentration is designed to develop articulate and reflective communications professionals with both the skills needed to enter and negotiate current work contexts (including writing for the web and other digital media) and the analytic and problem-solving skills needed to understand and keep pace with cultural and technological change.

BHA students take at least 9 courses in their DC concentration, for a minimum of 81 units. A completed DC Concentration Declaration Sheet must be approved by the concentration advisor and submitted to the BXA office by spring mid-semester break of the student's sophomore year. BHA students who are admitted through internal transfer must have chosen a DC concentration at the time of their application, which serves as declaration.

### **Prerequisite English Elective**

Students with a concentration in Professional Writing must complete one prerequisite course from the English Department's offerings, which focuses on the relationships between texts and their cultural and historical contexts. The course must be at or above the 200 level. 76-270 Writing for the Professions, and 76-271 Introduction to Professional and Technical Writing may not count as English electives. Appropriate courses are advertised every semester in the English department's "What Counts for What" publication.

### **Foundation Courses**

**(5 courses, 39 units)**

|        |   |   |
|--------|---|---|
| 76-26x | Introductory Genre Writing Course (Nonfiction, Fiction, Poetry, or Screenwriting) | 9 |
| 76-271 | Introduction to Professional and Technical Writing                                | 9 |
| 76-300 | Professional Seminar  | 3 |
| 76-373 | Argument  | 9 |
| 76-390 | Style   | 9 |

### **Rhetoric/Language Studies Course**

**(1 course, 9 units)**

Students with a concentration in Professional Writing complete one course from designated Rhetoric courses offered and advertised each semester by the English Department. Rhetoric courses focus on understanding the role of language and language practices in both personal and professional contexts. Courses emphasize the relationships between texts and their contexts and pay particular attention to textual features, meaning, processes of reading and writing, and the ways in which language practices vary over time and across situations and cultures. The courses also equip students with explicit techniques for analyzing, understanding and exploring language practices. The Rhetoric/Language Studies courses may also be taken as part of the concentration requirements for three additional, Advanced Writing/Rhetoric courses and include but are not limited to the following list.

|        |                               |   |
|--------|-------------------------------|---|
| 76-325 | Intertextuality               | 9 |
| 76-351 | Rhetorical Invention          | 9 |
| 76-360 | Literary Journalism Workshop  | 9 |
| 76-384 | Race, Nation, and the Enemy   | 9 |
| 76-388 | Coding for Humanists          | 9 |
| 76-389 | Rhetorical Grammar            | 9 |
| 76-395 | Science Writing               | 9 |
| 76-415 | Mediated Power and Propaganda | 9 |
| 76-474 | Software Documentation        | 9 |
| 76-476 | Rhetoric of Science           | 9 |
| 76-494 | Healthcare Communications     | 9 |

### **Advanced Writing/Rhetoric Courses**

**(3 courses, 27 units minimum)**

Students with a concentration in Professional Writing complete three Advanced Writing/Rhetoric courses at the 300- or 400-level at a minimum of 27 units, as some courses are only six units, while others are variable units. Options for these courses include all of the Rhetoric/Language Studies courses listed above plus the writing-focused courses listed below. Additional courses that fulfill these requirements are advertised on a semester-by-semester basis. For help in choosing which of the possible options are most appropriate for various professional goals—journalism, writing for new media, editing and publishing, public relations/corporate communications, or science and technical writing—consult your concentration advisor. All students with a concentration in PW, regardless of their career focus, are encouraged to take 76-391 Document & Information Design and 76-487 Information Architecture & Content Strategy (formerly titled Web Design) to extend their skills in writing for print to include information design for digital media. Both courses focus on the role of the writer in these specializations and provide lab instruction in the relevant software and related computer skills.

Courses include but are not limited to:

|        |  |      |
|--------|--|------|
| 76-301 | Internship                               | Var. |
| 76-302 | Communication Support Tutoring Practicum | 6    |

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|        |   |    |
|--------|---|----|
| 76-314 | Data Stories  | 9  |
| 76-351 | Rhetorical Invention  | 9  |
| 76-354 | Watchdog Journalism   | 9  |
| 76-360 | Literary Journalism Workshop  | 9  |
| 76-372 | News Writing  | 9  |
| 76-380 | Methods in Humanities Analytics   | 9  |
| 76-388 | Coding for Humanists  | 9  |
| 76-389 | Rhetorical Grammar  | 9  |
| 76-391 | Document & Informational Design   | 9  |
| 76-395 | Science Writing   | 9  |
| 76-415 | Mediated Power and Propaganda   | 9  |
| 76-418 | Rhetoric and the Body   | 9  |
| 76-425 | Rhetoric, Science, and the Public Sphere  | 9  |
| 76-457 | Rhetorical Invention  | 9  |
| 76-464 | Creative Nonfiction Workshop  | 9  |
| 76-474 | Software Documentation  | 9  |
| 76-475 | Law, Performance, and Identity  | 9  |
| 76-476 | Rhetoric of Science   | 9  |
| 76-481 | Introduction to Multimedia Design   | 12 |
| 76-483 | Research Methods in Professional & Technical Communication                      | 9  |
| 76-484 | Discourse Analysis  | 9  |
| 76-487 | Information Architecture & Content Strategy (formerly titled Web Design)        | 12 |
| 76-492 | Rhetoric of Public Policy   | 9  |
| 76-494 | Healthcare Communications   | 9  |
| 76-496 | Research Methods in Rhetoric & Writing Studies (instructor permission required) | 9  |

## **English Elective**

**(1 course, 9 units minimum)**

Students with a concentration in Professional Writing complete one additional course from the English Department's offerings. This course should be one that focuses on the relationships between texts and their cultural and historical contexts. Courses in literature, cultural studies, rhetoric and media studies that meet this requirement are advertised on a semester-by-semester basis. The English Elective may be any course offered by the Department with the exception of 76-270 Writing for the Professions, which is designed for non-majors and overlap with 76-271 Introduction to Professional and Technical Writing.