

# BHA-Professional Writing

Fall 2024

## 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" list.

### 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
76-473	Rhetoric & the Construction of Race	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.

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Courses include but are not limited to:

76-301	Internship	Var.
76-302	Communication Support Tutoring Practicum	6
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
76-464	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
76-487	Information Architecture & Content Strategy (co-requisite with 76-488)	9
76-488	Information Architecture & Content Strategy Lab (co-requisite with 76-487)	3
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 overlaps with 76-271 Introduction to Professional and Technical Writing.