

BA in Rhetoric and Writing

The BA in Rhetoric and Writing provides practical and theoretical training in writing and composing, rhetorical literacy and analysis, and communication and presentation. Students learn the foundations of rhetoric, including how individuals use language, symbols, and texts in various ways to generate meaning and develop worldviews.

Why Rhetoric and Writing?

Employment in media and communication occupations is projected to grow 14 percent from 2020 to 2030, creating a need for a workforce that can generate, edit, translate, and disseminate information through a variety of platforms.

The job outlook for communications professionals remains promising, with steady growth projected across many areas, driven by the increasing importance of maintaining a strong public image in the digital age.



About the major

- Requires 30 credits in communications and writing plus 12 elective credits in either program, and a 3-credit capstone project to complete this new, flexible interdisciplinary degree
- Bridges research and practice in the field of communication and provides students with a unique insight into intercultural and interpersonal communication, health communication, and team collaboration
- Offers courses from world-class scholars and practitioners of communication and writing across a wide variety of fields

Who it's for

- Students interested in the dynamics of verbal and nonverbal communication in various media
- Writers looking to expand their writing skills and rhetorical competency
- 21st century communicators working in digital and traditional environments





What you'll learn

- Theoretical and technical skills needed to successfully process, synthesize and evaluate persuasive appeals and communication
- Analytical skills in consuming and producing messages to a wide variety of professional, civic, and academic contexts
- Exceptional writing skills and rhetorical competence necessary for competitive careers in an evolving global workforce
- Technical, professional communication skills grounded in a rigorous understanding of 21st-century digital literacies and environments

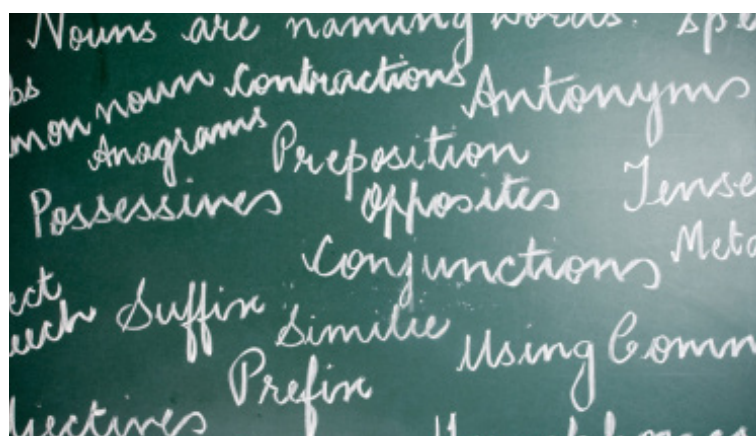
Careers to explore

Students will be prepared for careers in many areas:

- Health advocacy
- Publishing
- Public Relations
- Entrepreneurship
- Education
- Law
- Politics
- Public service
- Speechwriting
- Theology
- Non-profit
- Graduate Studies

Sampling of courses

- The Personal Essay
- Principles of Professional Writing
- Intercultural Communication
- Interpersonal Communication
- Theories and Methods in Rhetoric and Writing
- Advanced Research Writing, Advanced Analytic and Argumentative Writing
- Grant Writing



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