



## ABOUT THE MAJOR

Rhetoric is the art of effective or persuasive speaking or writing. If you're interested in studying communication across different audiences, contexts, and purposes, then a major in Writing & Rhetoric Studies at the U is a great fit for you. Studying rhetoric helps you become a successful writer in personal, professional, and civic contexts across a range of media. This major allows you the flexibility to "choose your own adventure." Examples of classes include cultural, professional, scientific, digital, and sound rhetorics. Courses focus on histories of writing and rhetoric, contemporary literacy studies, research and publishing practices, and writing in specific areas such as business, law, medicine, social sciences, science, and activism. This course of study will give you tools to write effectively and confidently in many situations.

In this program, you will learn the rhetorical strategies and skills that make writers effective while exploring how texts are shaped by social practices and cultural values. Because employers consistently rank strong writing as among the most important capabilities in their employees, a degree in Writing & Rhetoric Studies will prepare you for many careers and a variety of graduate school options. You will not only become a better writer, you'll also be empowered with the understanding that texts are powerful cultural products and important tools for social change.




## LEARNING OUTCOMES

- Learn to identify, understand, and engage in rhetorical theories across time and place.
- Understand and participate in social contexts (cultural, political, economic, and religious) for rhetorical and literate activity.
- Learn to read critically, listen rhetorically, and put multiple perspectives into conversation.
- Engage in a wide range of rhetorical practices that require complex capacities including alphanumeric, multi-modal, and digital literacies; critical academic literacies; situated rhetorical processes; and meta-cognitive tools and strategies for adapting rhetorical knowledge across contexts.
- Use rhetorical competencies to take action in a variety of contexts, learning from and contributing to the rhetorical life of the city, state, and region.

## PLAN & PREPARE

At the U, we plan for our students to have an Exceptional Educational Experience identified by four broad categories we call the Learning Framework: Community, Knowledge & Skills, Transformation, and Impact. This major map will help you envision, explore, design, and plan your personalized Exceptional Educational Experience with the Learning Framework at the core. In addition to assisting you in planning your coursework and navigating the requirements of your major, it will help you incorporate other kinds of experiences that will expand your knowledge, support your development, and prepare you for the future you want.

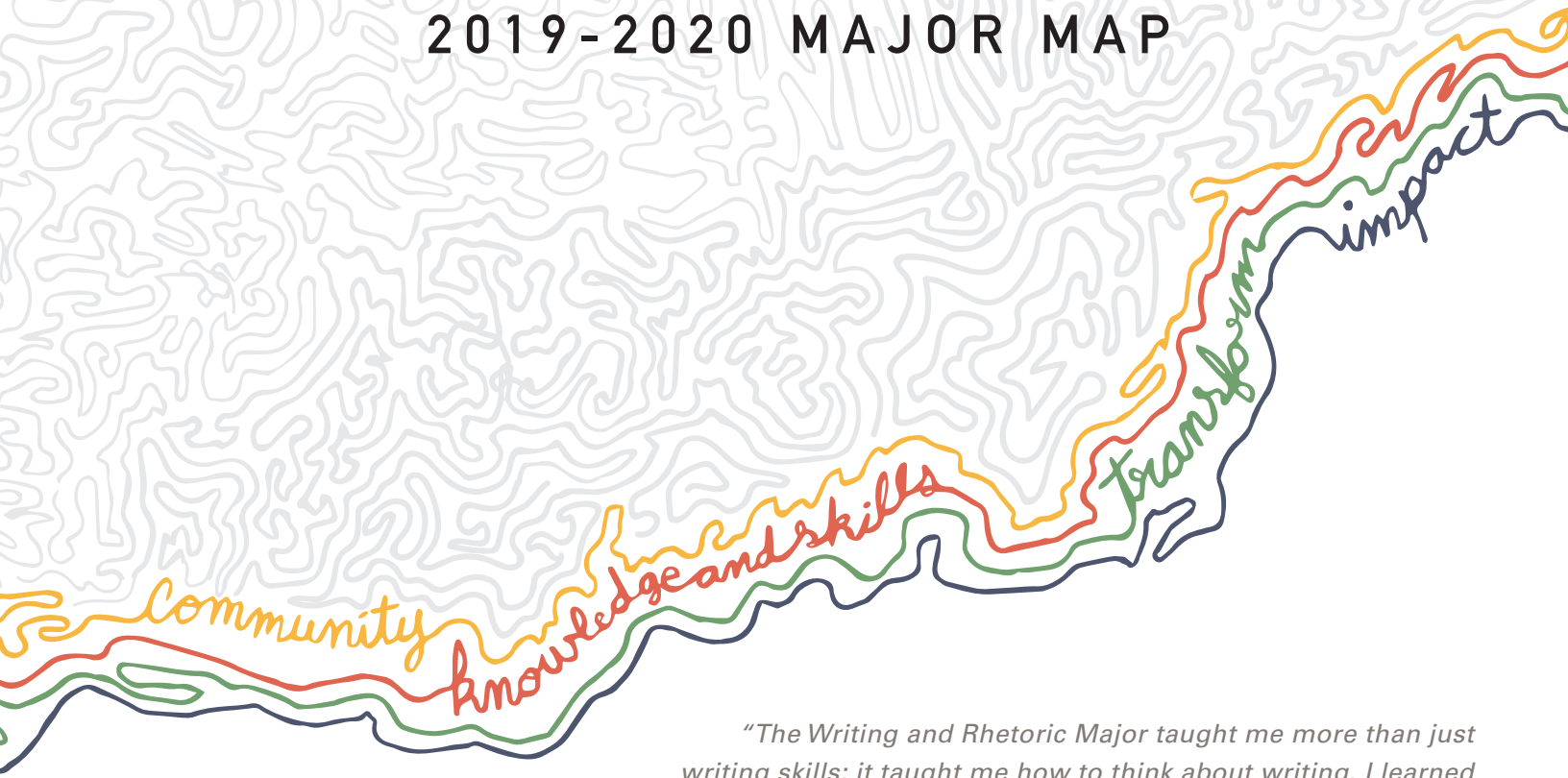
### Get started today

-  Schedule an appointment with an advisor: [advising.utah.edu](https://advising.utah.edu)
-  Visit [ugs.utah.edu](https://ugs.utah.edu)
-  Learn more about the Learning Framework: [ugs.utah.edu/learning-framework](https://ugs.utah.edu/learning-framework)

# WRITING & RHETORIC STUDIES

COLLEGE OF HUMANITIES

2019-2020 MAJOR MAP



*"The Writing and Rhetoric Major taught me more than just writing skills; it taught me how to think about writing. I learned which questions to ask, what decisions needed to be made, and how to adapt my writing style to different genres."*

**>> Ali DeGrauw**

**Career Counselor, Clearfield Jobs Corps**



THE UNIVERSITY OF UTAH  
**EXCEPTIONAL  
EDUCATIONAL  
EXPERIENCE**

*The Office of Undergraduate Studies*

# WRITING & RHETORIC STUDIES

## GETTING STARTED

## MAKING PROGRESS

### COURSES

- Familiarize yourself with the field by taking WRTG 2010 – Intermediate Writing
- Explore your interests with Gen Ed courses
- Start on degree requirements with WRTG 2040 - Intro to Writing Studies or WRTG 2310 -Digital Writing

- Choose an academic or professional writing course (WRTG 3011-3016)
- Prepare for theoretical work with WRTG 3870 - Writing as Social Practice
- Satisfy the International Requirement with WRTG 4010 - Writing Across Borders

### COMMUNITY

- Join the Write Club to meet & work with other writers
- Study in our computer lab or student lounge to get acquainted with your colleagues
- If you're a transfer student, get involved in the Writing Studies Scholars Program

- Take advantage of your Write Club or Student Advisory Committee membership; participate in departmental decision making or host brown-bag lunches or speakers
- Write for *The Chronicle* to practice research, writing, & design skills

### KNOWLEDGE AND SKILLS

- Attend the Major Expo
- Go early & often to the CPDC<sup>2</sup>
- Connect with the Writing Center & Math Lab for academic support

- Meet with your advisor to explore second major or minor options
- Start your e-portfolio & take elective courses across campus

### TRANSFORMATION

- Use your U card to get into events on campus & local attractions
- Plan on being present at college & department events
- Attend info sessions for learning abroad, the Bennion Center, & other campus opportunities

- Make connections between your academic research, formal papers, & larger goals
- Take action in your communities through writing; submit your writing to a newspaper or online platform

### IMPACT

- Dream big & make plans; work with your advisor to set strategic goals
- Meet professors, alumni, & other students to find a mentor
- Apply to be a tutor in the Writing Center

- Enter an essay writing competition or write an editorial & get it published
- Organize study groups or facilitate group processes

### CAREER

- Meet with a Career Coach at the Career & Professional Development Center to identify your strengths, personality, & values
- Activate your Handshake account & start looking into internships

- Consider an internship, community-engaged learning experience, &/or a UROP project based around your interests
- Check Handshake to find a part-time job

Use this map to explore, envision, design, and plan your Exceptional Educational Experience.



## FINISHING UP

## WHERE CAN I GO AFTER GRADUATION?

- Complete the Diversity Requirement with WRTG 3890 - Underrepresented Rhetorics or WRTG 4050 - Writing & Cultural Rhetorics
- Take WRTG 3875 - Histories & Theories of Rhetoric
- Explore tracks & plan coursework with your advisor

- Polish your e-portfolio and complete a culminating project during the capstone course (WRTG 5990 – Senior Seminar)

- Advertising/Marketing
- Copyediting/Editing
- Digital & Print Publishing

- Consider joining an identity-based, social justice, or professional interest club
- CEL<sup>1</sup> writing courses can position you to write for many audiences

- Mentor new students as an undergraduate co-teacher or in less formal ways
- Present your research at a conference or within the department

- Directing Office Operations
- Education
- Freelance Professional Writing
- Government/ Policymaking

- Finish your language credits or start a new language
- Assist faculty with research, publishing projects, or community programs
- Practice teaching in China with the Teaching Across Borders Internship

- Take advantage of the confidence you've gained; submit a conference paper or an article to the local newspaper
- Connect with professors & our network of alumni & employers

- Grant Writing
- Instructional Design
- Journalism
- JD Law
- Law

- Go on a Learning Abroad or Alternative Fall/Spring Break
- Look for opportunities to get involved like Hinckley Forums, student government, or the Lasonde Institute

- Celebrate your accomplishments; attend graduation ceremony and events
- Apply to grad schools or submit resumes to potential employers

- Non-Profit
- MA Rhetoric and Composition
- Medical School
- Medical/Technical Writing
- Organizational Communications

- Get a job in the Writing Center so that you can help other students master their writing

- Culminate your degree with a strong Senior Seminar Project
- UROP<sup>3</sup> students can publish or display their work & earn an Undergraduate Researcher Designation

- Public Relations/Human Resources
- Research Website/ Content Management
- Second Language Writing Teaching

- Apply for an international or political internship through the Hinckley Institute
- Take HUM 3960 – Humanities Career Compass to explore careers
- Attend a Career Fair or Expo

- Practice interviewing with a Career Coach
- Refine your resume & application materials
- Request letters of recommendation from faculty mentors

- Social Media Direction
- Teaching Abroad
- Technical Writing