B.A. in Writing, Rhetoric, & Discourse

Learning Outcomes

At the completion of the program in the B.A. in Writing, Rhetoric, & Discourse, students shall be able to:

- Describe and apply the conventions of a variety of writing genres and rhetorical concepts.
- Design and compose meaningful and effective texts.
- Compose texts using a range of technologies and modes.
- Explain the impact of writing technologies on the creation of texts.
- Compare and differentiate multiple opportunities for writers in workplaces and organizations.
- Discuss the history and evolution of written language and rhetorical concepts.
- Examine and practice a varied stylistic repertoire that can be adapted to multiple purposes.
- Assess the ethical, civic, and political dimensions of writing, including dynamics of culture and power.
- Examine and evaluate one’s own writing for effectiveness and appropriateness.
- Interpret reading and writing within a theoretical framework.