

School of Writing, Rhetoric and Technical Communication

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Mission Statement

The School of Writing, Rhetoric and Technical Communication seeks to equip students for academic and professional success as communicators in print and electronic media.

Goals

The goals of WRTC are to help students:

- Develop into accomplished writers and editors.
- Evaluate the effectiveness of communication based upon the principles of rhetoric.
- Develop proficiency in critical thinking, technological and analytical skills.
- Create for themselves an area of expertise applicable to work as professional communicators.

Career Opportunities

In the WRTC major students learn the kinds of research, analytical and reasoning skills that will allow them to become successful professionals in a wide range of fields. WRTC graduates can expect career opportunities in writing, editing or production positions with a variety of business, educational or industry employers, including the computer hardware and software industry, law firms, journalism, health care providers, pharmaceutical manufacturers, education, engineering companies, publishing houses, environmental concerns, not-for-profit or political organizations, and technical translation groups of multinational corporations.

Professional Activities and Organizations

e-Vision

In support of campus-wide writing, the program sponsors *e-Vision*, an electronic publication of student essays written in the first year composition classes. For ten years, students on the *e-Vision* editorial board have worked to give the engaging, provocative,

fundamentally useful essays written by *GWRTC* students the wider audience they deserve. *e-Vision* is produced by students. Students enrolled in the *e-Vision* internship (WRTC 495) develop the criteria used to evaluate essays, read and discuss each submission, and work individually with winning essayists to polish their work for publication at <http://www.jmu.edu/evision/>.

Internships

The WRTC internship is a required professional preparation for B.A. and B.S. students. It expects students to exercise the preparation that they received from their WRTC course work to design, write, edit and produce professional documents for internship providers in academia, business, industry and government. Information about internships may be obtained through the WRTC office .

STC Student Chapter

The Society for Technical Communication offers a unique opportunity for members to seek recognition for their work and obtain professional contacts. STC is comprised of over 23,000 individual members throughout the world, making it the largest organization of its kind. The JMU STC Student Chapter was established in the fall of 1999, offering students a venue for exploring networking and applied skills.

Service to the University

General Education

WRTC teaches several courses for JMU's General Education program. In Cluster One, *GWRTC* 103 (formerly *GWRT* 103) introduces students to academic writing and research, and prepares students for a writing-intensive experience in the disciplines. For information about how students may receive credit or exemptions for *GWRTC*, refer to the General Education Cluster One section of the catalog. In Cluster Two, faculty offer sections of *GHUM* 200, Great Works, among others.

English as a Second Language

WRTC 100 is available for English as a second language (ESL) students and others who wish to enhance their writing preparation prior to taking *GWRTC 103* (formerly *GWRT 103*).

Interdisciplinary Liberal Studies

WRTC faculty are active participants in creating and sustaining the Interdisciplinary Liberal Studies (IDLS) major for teacher education students, K-8. This includes advising students, developing and staffing IDLS 400, Capstone Seminar, and making WRTC courses available as electives to IDLS majors in the Humanities/Social Sciences concentration area.

Honors Program

WRTC faculty regularly offer honors sections of *GWRTC 103* (formerly *GWRT 103*).

Write On!

The Write On! academic writing contest is a campus-wide, writing in the disciplines initiative for undergraduate and graduate students who may submit writing produced in JMU classes (formal and informal essays, research papers, reports, etc.). The winning selections are published in an online collection at <http://www.jmu.edu/writeon/> and receive cash prizes.

Admission Requirements

Any student coming into JMU as a first year student without previous college experience may declare WRTC as a major. However, any student who has completed one semester at JMU or another university must apply to WRTC. To be admitted into the WRTC B.A. or B.S. program, students must first satisfy all university general admission requirements. In addition, applicants to the program must submit to the WRTC director an application dossier that contains the following material:

- A completed WRTC application form
- A copy of the student's degree progress report
- A background and goals statement of no more than 500 words that explains how the B.A. or B.S. program would prepare the student for his or her anticipated career

A student's SAT verbal, quantitative and analytical scores are considered in the admission process. Nonnative speakers of English must take the Test of English as a Foreign Language and receive a score of at least 550. Applicants may use letters of recommendation and writing samples to support an application for financial aid.

Major and Degree Requirements

The study of writing, rhetoric and technical communication includes two concentrations in the undergraduate major: technical and scientific communication and writing and rhetoric. The WRTC major emphasizes scholarly, humanistic and social scientific perspectives on the function and application of communication technologies, with instruction in areas such as: literacy studies, rhetorical traditions, writing pedagogy, editing, web theory and design, publications management, knowledge management, organizational and managerial communication, and writing for professional communities such as government, medical and scientific.

In addition to offering students the rhetorical tools with which to excel as professional communicators, the B.A. and B.S. programs also prepare graduates for academic studies in writing, rhetoric and technical communication at the master's level.

The B.A. and B.S. programs in WRTC are interdisciplinary and encourage students to take courses in a variety of fields. Many program electives are offered in academic units outside the institute, such as communication studies, computer information systems, computer science, integrated science and technology, and media arts and design. Students should check prerequisites for upper-level electives offered in other academic units. Students should also work with department advisers to design a program that fits their unique educational needs and career aspirations. Requirements of the WRTC degree might mean that some students will take courses beyond the 120 hour university requirement for B.A. and B.S. degrees.

Course requirements differ between the B.A. and B.S. programs, and students are advised to maintain regular contact with their WRTC adviser to ensure timely graduation. Students are advised to begin the core requirements before selecting a concentration. Requirements and eligible courses for the B.A. and B.S. in each of the two concentrations are outlined below.

Bachelor of Arts in Writing, Rhetoric and Technical Communication

Degree Requirements

Required Courses	Credit Hours
General Education ¹	41
Foreign Language classes (intermediate level required) ²	0-14
Philosophy course (in addition to General Education courses)	3
University electives	23-37
Major requirements (listed below)	<u>39</u>
	120

¹ The General Education program contains a set of requirements each student must fulfill. The number of credit hours necessary to fulfill these requirements may vary.

² The foreign language requirement may be satisfied by successful completion of the second semester of the intermediate level (typically 232) of the student's chosen language or by placing out of that language through the Department of Foreign Language, Literature and Cultures' placement test.

Bachelor of Science in Writing, Rhetoric and Technical Communication

Degree Requirements

Required Courses	Credit Hours
General Education ¹	41
Quantitative requirement ²	3
Scientific Literacy requirement ²	3-4
Major requirements (listed below)	39
University electives	<u>33-34</u>
	120

¹ The General Education program contains a set of requirements each student must fulfill. The number of credit hours necessary to fulfill these requirements may vary.

² In addition to course work taken to fulfill General Education requirement.

Major Requirements

All students must complete 12 hours of core requirements and then select electives and a depth requirement that complement their interests.

Major Requirements	Credit Hours
Core Requirements	12
Concentration Requirements	18
Students must choose a concentration in either technical and scientific communication or writing and rhetoric	
Depth Requirement	9
Courses from a specified area depending on the chosen concentration	
<hr style="width: 100px; margin-left: auto; margin-right: 0;"/> 39	
Core Requirements	
WRTC 200. Introduction to Studies in Writing, Rhetoric and Technical Communication	3
Choose one:	3
WRTC 210. Introduction to Technical and Scientific Communication ¹	
WRTC 211. Written Argumentation ¹	
WRTC 240. Professional and Technical Editing	3
WRTC 495. Internship	3
<hr style="width: 100px; margin-left: auto; margin-right: 0;"/> 12	

¹ This course meets the College of Arts and Letters writing-intensive requirement.

Concentrations

Technical and Scientific Communication

In addition to the core requirements for the WRTC major, technical and scientific communication concentrators will take 18 credits from the following list, 12 of which must be WRTC courses. No more than six hours may be at the 200-level and three hours must be at the 400-level.

Genres

WRTC 350. Science and Technology in Literature
 WRTC 410. Government Writing
 WRTC 411. Legal Writing
 WRTC 412. Medical Writing
 WRTC 413. Proposal Writing
 WRTC 450. User Documentation
 SCOM 367. Advanced Public Relations Writing

Rhetorical Theory

WRTC 311. Rhetorical Analysis
 WRTC/SCOM 351. Visual Rhetoric
 WRTC 430. Style and Stylistics
 WRTC 481. Beginning Web Theory and Design
 WRTC 482. Advanced Web Theory and Design
 ENG 421. Traditional Grammar
 ENG 422. Modern English Grammar
 PHIL 250. Introduction to Symbolic Logic
 PHIL 310. Symbolic Logic
 SCOM 341. Persuasion
 SCOM 342. Argument and Advocacy
 SMAD 342. New Media and Society
 SMAD 372. Media History

Organizational Context

WRTC 250. Ethical and Legal Issues in Technical and Scientific Communication
 WRTC 320. Writing in the Public Sphere
 WRTC 330. Intercultural Technical and Scientific Communication
 WRTC/ISAT 360. Instructional Design and Training
 WRTC 455. Managerial and Entrepreneurial Communication
 MGT 481. Negotiation Behavior
 SCOM 248. Intercultural Communication
 SCOM 270. Introduction to Health Communication
 SCOM 331. Communication and Conflict

SCOM 332. Mediation
 SCOM 350. Organizational Communication
 SCOM 353. American Political Culture and Communication
 SCOM 358. Business and Professional Communication Studies
 SCOM 431. Legal Communication
 SMAD 330. New Media Law
 SMAD 471. Media Ethics

Communication Technologies

WRTC 331. Technology and Writing
 WRTC 355. Digital Rhetorics
 WRTC 460. Beginning Topics in Online Publication
 WRTC 461. Intermediate Topics in Online Publication
 WRTC 462. Advanced Topics in Online Publication
 CIS 301. Information Technology Tools and Methods
 CIS 304. Information Technology
 SCOM 361. Public Relations II: Visual Research Methods
 SMAD 470. New Media and Society

Research Methods and Special Topics

WRTC 230. Research in Technical and Scientific Communication¹
 WRTC 395. Practicum
 WRTC 480. Special Topics in Technical and Scientific Communication
 WRTC 490. Advanced Independent Study in Technical and Scientific Communication
 WRTC 499. Honors
 SCOM 280. Introduction to Communication Research
 SCOM 385. Qualitative Communication Research Methods
¹ This course meets the College of Arts and Letters writing-intensive requirement.

Writing and Rhetoric Concentration

In addition to the core requirements for the WRTC major, writing and rhetoric concentrators must take WRTC 220, Rhetorical Traditions. Writing and rhetoric concentrators will take 15 credits from the following list, 9 of which must be WRTC courses. No more than six hours may be at the 200-level and three hours must be at the 400-level.

Genres

WRTC/ENG 290. Intermediate Composition
 WRTC 350. Science and Technology in Literature
 WRTC/ENG 396. Advanced Composition
 WRTC 410. Government Writing
 WRTC 411. Legal Writing
 WRTC 412. Medical Writing
 WRTC 413. Proposal Writing
 SCOM 367. Advanced Public Relations Writing
 SCOM 349. Ethnographic Approaches

Rhetorical Theory

WRTC 311. Rhetorical Analysis
 WRTC 340. Teaching Writing
 WRTC 341. Composing Processes
 WRTC 343. Contemporary Rhetorical Theory and Practice
 WRTC/SCOM 351. Visual Rhetoric
 WRTC/SCOM/WMST 420. Feminist Rhetorics
 WRTC 421. Studies in Cultural Rhetoric
 ENG 421. Traditional Grammar
 ENG 422. Modern English Grammar
 SCOM 341. Persuasion
 SCOM 342. Argument and Advocacy

Organizational Context

WRTC 250. Ethical and Legal Issues in Technical and Scientific Communication
 WRTC 310. Studies in Literacy
 WRTC 320. Writing in the Public Sphere

WRTC 322. Service Learning Writing
WRTC 330. Intercultural Technical and Scientific Communication
WRTC 345. Tutoring Writing
SCOM 248. Intercultural Communication
SCOM 270. Introduction to Health Communication
SCOM 350. Organizational Communication
SCOM 353. American Political Culture and Communication
SCOM 431. Legal Communication
SCOM 358. Business and Professional Communication Studies
SCOM 331. Communication and Conflict
SMAD 330. New Media Law
SMAD 471. Media Ethics
Communication Technologies
WRTC 331. Technology and Writing
WRTC 355. Digital Rhetorics

Research Methods and Special Topics

WRTC 230. Research in Technical and Scientific Communication ¹
WRTC 395. Practicum
WRTC 400. Special Topics Seminar in Rhetoric and Writing
WRTC 490. Advanced Independent Study in Writing, Rhetoric and Technical Communication
SCOM 280. Introduction to Communication Research
SCOM 385. Qualitative Communication Research Methods

¹ This course meets the College of Arts and Letters writing-intensive requirement.

Depth Requirement

All WRTC students must complete a depth requirement in an area related to the WRTC concentration. A depth requirement is a set of courses outside the major that is designed to complement other components of the student's course of study and to support selected professional goals.

Students concentrating in TSC must satisfy a nine-hour minimum depth requirement. Six hours must be at the 300 and 400 level. Students should consult the major adviser for a list of eligible areas and courses. These nine credits may not be double counted toward General Education requirements. Courses not appearing on the list may be eligible for substitution if the adviser is consulted ahead of time. Students who are double majoring or minoring in areas outside WRTC will automatically satisfy the depth requirement if the major or minor area is approved for that concentration.

Students concentrating in writing and rhetoric must declare a minor to satisfy their depth requirement.

**Recommended Schedule for
B.A. Majors**

Students are encouraged to begin their WRTC course work as soon as possible in their degree plans. The following sample program of study illustrates how a WRTC major might earn a B.A. degree.

First Year

First Semester	Credit Hours
Foreign Language course ¹	3-4
General Education Cluster One	9
General Education Cluster Three	3
	<hr/> 15-16

Second Semester	Credit Hours
Foreign Language course	3-4
WRTC 200. Introduction to Studies in Writing, Rhetoric and Technical Communication	3
General Education Cluster Three course	3
General Education courses	6
	<hr/> 15-16

Second Year

First Semester	Credit Hours
Foreign Language course	0-3
WRTC 210. Introduction to Technical and Scientific Communication or WRTC 211. Written Argumentation	3
WRTC elective	3
B.A. Degree philosophy course	3
General Education Cluster Three course	4
General Education courses	0-6
	<hr/> 16

Second Semester

Credit Hours	
Foreign Language course	0-3
WRTC elective	3
General Education course	3
University electives	9
	<hr/> 15-18

Third Year

First Semester	Credit Hours
WRTC elective	3
B.A. cognate elective	3
General Education courses	6
University elective	3
	<hr/> 15

Second Semester

Credit Hours	
WRTC elective course	3
B.A. cognate elective	3
General Education courses	3-6
University electives	6
	<hr/> 15-18

Fourth Year

First Semester	Credit Hours
WRTC electives	6
B.A. cognate elective	3
University electives	6-9
	<hr/> 15-18

Second Semester

Credit Hours	
WRTC elective	3
WRTC 495. Internship	3
University electives	9
	<hr/> 15

¹ Completion of an intermediate level foreign language is required for the B.A. degree (usually six hours if begun at the intermediate level) unless the language requirement is satisfied by an exemption test. In that case, university electives may be substituted for additional hours indicated as foreign language courses.

Recommended Schedule for B.S.

Majors

Students are encouraged to begin their WRTC course work as soon as possible in their degree plans. The following sample program of study illustrates how a WRTC major might earn a B.S. degree.

First Year

First Semester	Credit Hours
General Education Cluster One	9
General Education Cluster Three	3-6
General Education courses	3
	<hr/> 15-18

Second Semester

Second Semester	Credit Hours
WRTC 200. Introduction to Studies in Writing, Rhetoric and Technical Communication	3
General Education Cluster Three	3-4
General Education courses	9
	<hr/> 15-16

Second Year

First Semester	Credit Hours
WRTC 210. Introduction to Technical and Scientific Communication or WRTC 211. Written Argumentation	3
WRTC elective	3
General Education Cluster Three	0-4
General Education courses	6-9
	<hr/> 15-16

Second Semester

Second Semester	Credit Hours
WRTC elective	3
B.S. Quantitative requirement	3
General Education courses	9
	<hr/> 15

Third Year

First Semester	Credit Hours
WRTC electives	6
B.S. cognate elective	3
B.S. Scientific Literacy requirement ¹	3
University elective	3
	<hr/> 15

Second Semester

Second Semester	Credit Hours
WRTC elective	3
B.S. cognate elective	3
University electives	9
	<hr/> 15

Fourth Year

First Semester	Credit Hours
WRTC elective	3
B.S. cognate elective	3
University electives	9
	<hr/> 15

Second Semester	Credit Hours
WRTC electives	3
B.S. cognate elective	0-3
University electives	7-9
	<hr/> 13-15

¹ Completion of the B.S. degree requires a student to complete either a natural science or a social science course in addition to those required for the General Education program. A student may double-count this course as one of the courses needed for the cognate with approval by the TSC director.

Minor Requirements

Technical and Scientific Communication

The minimum requirement for a TSC minor is 18 credit hours. Nine of the 18 hours must include WRTC 210, Introduction to Technical and Scientific Communication; WRTC 230, Research in Technical and Scientific Communication; and WRTC 240, Professional and Technical Editing. The remaining nine hours may be from any upper-level WRTC elective. In the three required courses (WRTC 210, WRTC 230 and WRTC 240) the student must make a "C" or better. If the student does not, he or she may not register for future WRTC courses until a grade of "C" or better is earned in those courses. Students majoring in disciplines within the School of Media Arts and Design or the School of Communication Studies can count no more than three hours of SMAD or SCOM course work toward the TSC minor.

Writing and Rhetoric

The minor in writing and rhetoric is designed for students who wish to extend, enrich and formalize their education as writers.

The minimum requirement for the minor is 18 credit hours.

Required core courses:	Credit Hours
WRTC 211. Critical Reading and Argumentation	6
WRTC 220. Rhetorical Traditions	
Electives from among the following:	12
At least one elective must be at the 400 level.	
WRTC/ENG 290. Intermediate Composition	
WRTC 310. Studies in Literacy	
WRTC 320. Writing in the Public Sphere	
WRTC 322. Making a Difference: Service Learning Writing	
WRTC 331. Technology and Writing	
WRTC 340. Teaching Writing	
WRTC 345. Tutoring Writing	
WRTC /SCOM 351. Visual Rhetoric	
WRIT/ENG 396. Advanced Composition	
WRTC 400. Special Topics Seminar in Rhetoric and Writing	
WRTC 421. Studies in Cultural Rhetorics	
WRTC /SCOM/WMST 420. Feminist Rhetorics	
WRTC 430. Style and Stylistics	
WRTC 495. Internship	
	<hr/> 18

Experimental WRTC courses may be counted as electives, as well as writing courses offered by other academic units with the approval of the writing minor adviser or the program director.

