

Writing and Rhetoric

Major Track Student Learning Outcomes

(Updated May 1, 2019)

Developing Rhetorical Awareness

- **Rhetoric and Composition Theory:** Graduates will be able to explain the value, power, and complexity of theoretical perspectives, including classical, alternative, feminist, multilingual, and/or multicultural rhetorics and composition. They will be able to compose rhetorically-effective communications.
- **Textual Analysis:** Graduates will be able to analyze a variety of everyday and academic texts for their strengths and weaknesses according to rhetorical, contextual, and cultural parameters.
- **Audience:** Graduates will be able to analyze various audiences' needs and adapt writing to the expectations of those audiences.
- **Ethics:** Graduates will be able to analyze the ethical implications of writing situations and practices. They will know how to take appropriate ethical action when faced with complex communication situations.

Building a Writing Process for Academic and Nonacademic Contexts

- **Writing Process:** Graduates will be able to employ a flexible writing process. They will be able to invent rhetorically appropriate content; provide and incorporate constructive feedback; proofread, revise, and edit their own and others' work; and address stylistic preferences of various audiences.
- **Research:** Graduates will be able to conduct primary and secondary research. They will be able to analyze sources for credibility, biases, accuracy, depth, and sophistication. And they will be able to professionally integrate research and sources in ways that support their project's goals.
- **Collaborative Writing:** Graduates will be able to work on complex projects with team members. They will be able to employ a range of strategies for managing projects and negotiating team dynamics.

Enhancing Workplace Writing Practices

- **Professional Writing:** Graduates will be able to employ the genres and qualities typical to professional audiences and situations. They will be able to articulate and market their writing skills and to position themselves for their desired career or graduate program.
- **Visual Design:** Graduates will be able to employ the fundamentals of visual design to display data, to craft page layouts, and to integrate visuals into a variety of texts.
- **Digital Media:** Graduates will be able to use digital media, select rhetorically fit mediums, and design strategies appropriate to those mediums.

- **Oral Presentation:** Graduates will be able to present information orally both individually and in teams for a range of situations, topics, and audiences. They will also be able to craft visual and/or textual supports for their presentations.

Writing our Communities and Ourselves

- **Personally Meaningful Writing:** Graduates will be able to produce rigorous, personally meaningful writing projects that draw on their own experiences and demonstrate both flexibility and a willingness to take creative risks.
- **Community Literacy:** Graduates will be able to develop best practices for participating in community writing and service-learning projects in and beyond the South Florida community that work toward community engagement and social action.
- **Cross-Cultural Communication:** Graduates will demonstrate respect for others' views. They will be able to craft communications for members of other cultures and to bring their own resources to writing practices, including their multilingual and multicultural resources. Graduates will be able to work within and across language standards and conventions and the cultural and political values associated with them.
- **Interdisciplinarity:** Graduates will be able to write for other disciplines. They will be able to research and adapt to the conventions, goals, and constraints of other disciplines.
- **Metacognition:** Graduates will be able to self-identify gaps in their education and knowledge and create plans to address these gaps when necessary.