

Writing and Rhetoric BA Track Outcomes

Revised March 6, 2024

The Writing and Rhetoric BA Track offers dynamic courses tailored to your interests, so exact outcomes can vary. In general, by the time you graduate from the Writing and Rhetoric BA Track, you will be able to do most or all of the following:

1. **Employ flexible writing processes.** You'll use a range of strategies to plan, develop, and revise your work. You'll be skilled at collaborating with peers and using feedback to improve your writing.
2. **Conduct research.** You'll locate and use credible sources to support your ideas, including primary sources such as oral histories and speeches and secondary sources such as scholarly articles and online texts. You'll also be able to conduct your own primary research, such as surveys and interviews.
3. **Analyze texts.** You'll examine and evaluate various texts for their ability to achieve their goals and meet their audiences' needs.
4. **Create content across media.** You'll produce engaging and effective communication in various media formats, such as presentations, videos, podcasts, websites, social media content, and data visualizations.
5. **Engage with communities.** You'll contribute to real-world writing projects that have a positive impact on local communities. These projects may include grant proposals, flyers for local events, or community outreach campaigns.
6. **Communicate across cultural contexts.** You'll analyze how communication practices vary across cultures. You'll tailor your writing to engage with specific cultural communities.
7. **Apply theory to practice.** You'll explore theories of writing and learn how to apply them to make your writing more effective.
8. **Write for professional audiences.** You'll create polished documents for professional contexts, such as emails, instructions, and reports. You'll also develop a portfolio to launch your career.