Writing, Rhetoric, & Digital Stu (BS) | College of Arts & Sciences

Rhetoric is the study of written, oral, and digital communication. Rhetoric teaches you how to argue, persuade, inform, and express for a variety of professional and personal reasons. Rhetoric teaches you how to invent, organize, arrange, and produce knowledge. Rhetoric teaches you how to create and share meaning. Rhetoric is the basis of all writing we do. Web pages are rhetorical. Technical documents are rhetorical. Movies are rhetorical. Video games are rhetorical. Ads are rhetorical. Medical documents are rhetorical. Legal briefs are rhetorical. Rhetoric is everywhere we engage with ideas and content! WRD is dedicated to the study and teaching of writing practices, public rhetoric, and digital media. With 14 faculty and 2 staff members, we serve over 5,000 undergraduates each year. The WRD BA/BS major offers students three tracks:

- Professional Writing and Editing (for those who want careers in editing and publishing or writing for/within a nonprofit or business)
- Rhetorical Theory and Practice (for those who want to get involved in public advocacy, government, or law)
- Digital Studies (for those who want to write and produce content for electronic spaces and understand how those spaces are designed).

WRD also offers a minor in Writing, Rhetoric and Digital Studies as well as a minor in Profession and Technical Writing.

**Freshman Year**

**FALL SEMESTER**
- UK Core - Comp. & Comm. I - **3**
- Foreign Language 101 - **4**
- UK Core - Arts and Creativity - **3**
- UK Core - Quantitative Foundations - **3**
- Natural Science/Math Course (100+ level) - **3**

**TOTAL HOURS: 16**

**SPRING SEMESTER**
- UK Core - Comp. & Comm. II - **3**
- Foreign Language 102 - **4**
- UK Core - Humanities - **3**
- UK Core - Statistical Inferential Reason - **3**
- Natural Science/Math Course (100+ level) - **3**

**TOTAL HOURS: 16**

**Total Freshman Hours: 32**

**Sophomore Year**

**FALL SEMESTER**
- WRD 208 - MULTIMEDIA WRITING - **3**
- WRD 300 - INTRODUCTION TO WRITING, RHETORIC, AND DIGITAL STUDIES - **3**
- Foreign Language 201 - **3**
- UK Core - Natural, Physical and Math - **3**
- Natural Science/Math Course (100+ level) - **3**

**TOTAL HOURS: 18**

**SPRING SEMESTER**
- WRD 306 - INTRODUCTION TO PROFESSIONS IN WRITING - **3**
- WRD 320 - RHETORICAL THEORY AND HISTORY - **3**
- WRD 422 - PUBLIC ADVOCACY: (SUBT REQ) - **3**
- Foreign Language 202 - **3**
- Courses Outside WRD (300+) - **3**
- Natural Science/Math Course (100+ level) - **3**

**TOTAL HOURS: 18**

**Total Sophomore Hours: 36**
Junior Year

**FALL SEMESTER**
- WRD 301 - STYLE FOR WRITERS - 3
- WRD 308 - VISUAL RHETORIC - 3
- A&S Humanities (100+ level) - 3
- Natural Science/Math Course (100+ level) - 3

**SPRING SEMESTER**
- WRD 405 - EDITING ENGLISH PROSE - 3
- WRD 420 - RHETORICAL TRADITIONS (SUBTITLE REQUIRED) - 3
- UK Core - Community, Culture and Citizen - 3
- Natural Science/Math Course (100+ level) - 3

**TOTAL HOURS: 18**

Total Junior Hours: 36

Senior Year

**FALL SEMESTER**
- WRD 430 - ADVANCED WORKSHOP (SUBTITLE REQUIRED) - 3
- A&S Social Sciences (100+ level) - 3
- Courses Outside WRD (200+) - 3
- Natural Science/Math Course (100+ level) - 3

**SPRING SEMESTER**
- WRD 408 - DIGITAL COMPOSING - 3
- A&S Lab or Field Work - 1
- Natural Science/Math Course (100+ level) - 3

**TOTAL HOURS: 18**

Total Senior Hours: 36

Total Minimum hours Required for Degree: 120 hours