
WRD Writing, Rhetoric and Digital Media

WRD 110 COMPOSITION AND COMMUNICATION I. (3)

Composition and Communication I is the introductory course in a two-course sequence designed to engage students in composing and communicating ideas using speech, writing, and visuals. Students will develop interpersonal communication, critical thinking, and information literacy skills by exploring what it means to be engaged, twenty-first century citizens. Students will practice composing, critiquing, and revising ideas based on personal experience, observation, and fieldwork in the community, culminating in several discrete projects using oral, written, and visual modalities.

WRD 111 COMPOSITION AND COMMUNICATION II. (3)

Composition and Communication II is the second of two general education courses focused on integrated oral, written, and visual communication skill development emphasizing critical inquiry and research. In this course, students will explore issues of public concern using rhetorical analysis, engage in deliberation over those issues, and ultimately propose solutions based on well-developed arguments. Students will sharpen their ability to conduct research; compose and communicate in written, oral, and visual modalities; and work effectively in groups (dyads and small groups). A significant component of the class will consist of learning to use visual and digital resources, first to enhance written and oral presentations and later to communicate mass mediated messages to various public audiences. Over the course of the semester, class members can expect to work independently, with a partner, and in a small group (team) to investigate, share findings, and compose and deliver presentations, as well as to practice and evaluate interpersonal and team dynamics in action. Prereq: CIS 110 or WRD 110.

WRD 112 ACCELERATED COMPOSITION AND COMMUNICATION II (WRD). (3)

WRD 112 is an accelerated version of the Composition & Communication II UK Core requirement. WRD 112 focuses on integrated oral, written, and visual communication skill development and emphasizes critical inquiry and research. Students will sharpen their ability to conduct research; compose and communicate in written, oral, and visual modalities; and use interpersonal skills to work effectively in groups. Prereq: AP English Composition score of 4 or 5, an ACT English score of 32 or higher, an SAT verbal score of 720 or higher, or acceptance into the University's Honors Program.

***WRD 130 INTRODUCTORY WORKSHOP (Subtitle required). (1-3)**

Flexible course hours that supplement an existing course or provide introductory training in a particular area of writing, rhetoric, or digital studies. Repeatable up to 6 hours.

WRD 203 BUSINESS WRITING. (3)

Instruction and experience in writing for business, industry, and government. Emphasis on clarity, conciseness, and effectiveness in preparing letters, memos, and reports for specific audiences. Prereq: Completion of University Writing requirement or new general education Communications (6 hour) sequence. This course is a Graduation Composition and Communication Requirement (GCCR) course in certain programs, and hence is not likely to be eligible for automatic transfer credit to UK.

WRD 204 TECHNICAL WRITING. (3)

Instruction and experience in writing for science and technology. Emphasis on clarity, conciseness, and effectiveness in preparing letters, memos, and reports for specific audiences. Prereq: Completion of University Writing requirement. This course is a Graduation Composition and Communication Requirement (GCCR) course in certain programs, and hence is not likely to be eligible for automatic transfer credit to UK.

WRD 205 WRITING AND RHETORIC (Subtitle required). (3)

An open topics writing course focused on rhetorical analysis of issues of academic, political, social, or cultural significance. Students will interpret, analyze, and evaluate rhetorical strategies employed in print and digital texts. Prereq: Completion of Composition and Communication requirement or consent of instructor.

WRD 208 MULTIMEDIA WRITING. (3)

This course develops a practical understanding of writing and rhetoric through multimedia platforms and artifacts. Students will produce and publish to the web in a range of media such as digital video and photography, blogs, wikis, podcasts, and comics. Prereq: Completion of Composition and Communication requirement or consent of instructor.

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WRD 210 SOCIAL MEDIA: THEORY, CULTURE, POLITICS, PRACTICE. (3)

The course examines how social media and the writing practices we employ influence notions of what it means to participate in community, society, and public discourse. Students will compose across different social media platforms and explore theoretical literature to examine the ways these tools are evolving. Prereq: Completion of Composition and Communication requirement or consent of instructor.

WRD 225 CRAFT WRITING. (3)

Instruction and practice in writing for the food and beverage industry. Emphasis on the history and culture of the craft beer industry and common practices in written and digital communication, argumentation and persuasion, narrative, and engagement with social media. Prereq: Completion of Composition and Communication requirement or consent of instructor.

WRD 300 INTRODUCTION TO WRITING, RHETORIC, AND DIGITAL STUDIES. (3)

This course introduces students to the theory of rhetoric and composition. Students may examine the theoretical, ethical, and stylistic issues connected to writing in various rhetorical situations, including digital environments. The course forms a theoretical foundation for all other WRD courses and is required for all WRD majors. Prereq: Completion of Composition and Communication requirement or consent of instructor.

WRD 301 STYLE FOR WRITERS. (3)

This course is designed for those who wish to improve their own writing style or the style of others. While the course may include some account of historical changes in prose style and require some stylistic analysis of literary texts, the emphasis is on editing contemporary prose, both in exercises and in the students' own writing. Students will learn and practice principles such as economy, coordination, subordination, precision, parallelism, balance, coherence, rhythm, clarity, and grace. Provides ENG Major Elective credit and ENG minor credit. Prereq: Completion of UK Core Composition and Communication I-II requirement or equivalent. (Same as ENG 301.)

WRD 302 THE ESSAY. (3)

Intensive writing and reading in the genre of the essay. The course will explore the conventions of the essay and may analyze historical changes in the genre or survey well-known essayists such as Montaigne and Woolf. Students will write essays and analyze the stylistic choices of professional essayists in order to inform their own writing in the genre. Prereq: Completion of Composition and Communication requirement and consent of instructor.

WRD 304 WRITING IN THE SOCIAL SCIENCES. (3)

Instruction and practice with the major genres and argumentative structures of writing in the social sciences. Special emphasis on – and practice with – the written norms that shape disciplinary knowledge in social scientific fields. Prereq: Completion of Composition and Communication requirement or consent of instructor. This course is a Graduation Composition and Communication Requirement (GCCR) course in certain programs, and hence is not likely to be eligible for automatic transfer credit to UK.

#WRD 305 WRITING PUBLIC SCIENCE. (3)

Instruction and practice with popular audience genres and arguments in and about science, intended for both science and non-science majors. Prereq: Completion of Composition and Communication requirement or consent of instructor.

WRD 306 INTRODUCTION TO PROFESSIONS IN WRITING. (3)

This course offers an introduction to and preparation for careers in the teaching of writing, professional writing, publishing, and editing. Prereq: Completion of Composition and Communication requirement or consent of instructor.

WRD 308 VISUAL RHETORIC. (3)

This course introduces visual rhetoric, covering its history, current practice, and possible futures. Utilizing the disciplinary tools of rhetoric, students will compose in textual and visual modes, learning a variety of methods with which to create and critique visuals. Prereq: Completion of Composition and Communication requirement or consent of instructor.

WRD 311 HISTORY OF THE DOCUMENTARY. (3)

This course is designed to trace the evolution of the documentary film. Although the emphasis will be on the development of the American documentary, students will also be looking into contributions from across the world. Prereq: Completion of Composition and Communication requirement or consent of instructor.

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WRD 312 INTRODUCTION TO DOCUMENTARY. (3)

This course is dedicated to critical examination of approaches to the documentary, and the construction of a documentary of one's own. Students will examine different strategies, structures, and topics, with an eye to production. Prereq: Completion of Composition and Communication requirement and consent of instructor.

WRD 320 RHETORICAL THEORY AND HISTORY. (3)

This course introduces students to the scholarly study of rhetoric by exploring the interrelationship of theory, criticism, and practice within a particular historical context. Prereq: Completion of Composition and Communication requirement or consent of instructor.

WRD 322 RHETORIC AND ARGUMENT. (3)

This course examines theories of rhetorical argument. Students read rhetorical theorists who speculate about what makes certain speech persuasive, as well as contemporary rhetoricians who are actually creating persuasive written and oral texts. Students use these theories to analyze and construct original arguments. Prereq: Completion of Composition and Communication requirement or consent of instructor.

WRD 324 WRITING CENTER PEER TUTORING. (3)

An undergraduate seminar that prepares qualified undergraduate students to become engaged and effective peer consultants in the UK Writing Center. Students in the course are actively involved in reading, writing, listening, observing, speaking, researching, and presenting as they become immersed in the theory and practice of Writing Center consulting. Prereq: Completion of Composition and Communication requirement and consent of instructor.

WRD 395 INDEPENDENT STUDY. (1-3)

For undergraduate majors in WRD with a standing of 3.0 in the major and permission of the Director of Undergraduate Studies. Each student pursues a course independently under the guidance of a faculty member and produces at least one major project. Prereq: Standing of 3.0 in the major and permission of the Director of Undergraduate Studies.

WRD 399 INTERNSHIP. (1-6)

Internship in the community that brings together the student's critical and practical knowledge of writing, rhetoric, or digital media. In addition to evaluation by the internship supervisor for the course grade, the students will produce a reflective research project that may be presented in an annual public research forum. Repeatable up to 6 hours. Prereq: Completion of Composition and Communication requirement and consent of Internship Supervisor.

***WRD 401 SPECIAL TOPICS IN WRITING (Subtitle required). (3)**

Studies of special topics in writing, in areas such as literary nonfiction (essays), responding to literature, cultural critique, and composing law and justice. Topics announced the preceding semester. May be repeated under different subtitles to a maximum of six credits. Does not fulfill ENG major 400-level course requirement. Provides ENG Major Elective credit and ENG minor credit. Prereq: Completion of UK Core Composition and Communication I-II requirement and consent of instructor. (Same as ENG 401.)

WRD 402 AUTOBIOGRAPHICAL COMPOSITION (Subtitle required). (3)

A special topics course which examines a particular medium of autobiographical composition (textual, digital, or performative) and/or the ways autobiographical composing is used in particular contexts or communities. Students study and produce autobiographical composition. Mode of composing (print, digital, performance, or a combination) is at the discretion of the instructor. Repeatable up to 6 hours under different subtitles. Prereq: Completion of Composition and Communication requirement or consent of instructor.

WRD 405 EDITING ENGLISH PROSE. (3)

This course is designed for students interested in the basics of editing and publishing and offers instruction and extensive practice in editing and revising both the student's own writing and the prose works of others. In addition to learning techniques of revision, verification of sources, and preparation of manuscripts, students will be expected to learn about the editing profession generally and to follow trends in editing and publishing. Not for students with writing deficiencies. Does not fulfill ENG Major 400-level course requirement. Provides ENG Major Elective credit and ENG Minor credit. Prereq: WRD 301, or WRD 306, or consent of instructor. (Same as ENG 405.)

WRD 406 TOPICS IN PROFESSIONAL WRITING (Subtitle required). (3)

This course addresses contemporary genres of professional writing, including professional correspondence, reports, and social media most often found in business, technical, and scientific communities. The course also addresses the common tools and technologies of professional writing production and practice. Prereq: WRD 204 or WRD 306 or consent of instructor.

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WRD 408 DIGITAL COMPOSING. (3)

This course provides grounding in the analysis and theory of digital composition, which will inform personal, professional, or community-based projects. Projects will encourage students to work flexibly across various digital platforms. Prereq: WRD 308 or consent of instructor.

#WRD 410 RHETORIC AND POPULAR CULTURE (Subtitle required). (3)

Special topics exploring rhetoric and popular culture, with a focus on the everyday persuasion and influence generated through films, music, television, social media, and other forms of public discourse. Repeatable up to 6 hours. Prereq: Completion of Composition and Communication requirement or consent of instructor.

WRD 412 INTERMEDIATE DOCUMENTARY PRODUCTION. (3)

This course explores a range of documentary approaches and styles, after which workshop and production of students' own documentaries will be emphasized. Students will focus on particular approaches and subjects to develop their individual signatures and styles. Prereq: Completion of WRD 312 or consent of the instructor.

WRD 420 RHETORICAL TRADITIONS (Subtitle required). (3)

This course offers a detailed examination of the history and theory of a specific rhetorical tradition or group of traditions. Students will gain familiarity with key concepts and terms in a rhetorical tradition, compare and contrast culturally situated definitions of rhetoric, and better understand the way rhetorical historiography influences how rhetorical traditions are defined and taught. Repeatable up to 6 hours under different subtitles. Prereq: Completion of WRD 320 or consent of instructor.

WRD 422 PUBLIC ADVOCACY (Subtitle required). (3)

This course examines the work that writing does in the world by connecting the study of persuasion in specific social movements, campaigns, and genres with opportunities for students to create texts and campaigns. This course may offer a historical or contemporary focus, and may examine local, regional, national, or transnational movements. Prereq: Completion of WRD 320 or WRD 322 or consent of the instructor.

WRD 425 ENVIRONMENTAL WRITING. (3)

Students will consider the ways writers address environmental issues by exploring various forms of environmental writing, from personal narrative to literary nonfiction to advocacy. Prereq: Completion of Composition and Communication requirement or consent of instructor.

WRD 430 ADVANCED WORKSHOP (Subtitle required). (1-3)

Flexible course hours that supplement an existing course or provide advanced training in a particular area of writing, rhetoric, or digital studies. Prereq: Completion of Composition and Communication requirement or consent of instructor. This course is a Graduation Composition and Communication Requirement (GCCR) course in certain programs, and hence is not likely to be eligible for automatic transfer credit to UK.