

ASACR 4

Office of the President
April 1, 2014

Members, Board of Trustees:

ACADEMIC DEGREE RECOMMENDATION: COLLEGE OF ARTS AND SCIENCES
(BACHELOR OF ARTS/BACHELOR OF SCIENCE IN
WRITING, RHETORIC, AND DIGITAL STUDIES)

Recommendation: that the Board of Trustees approve the establishment of a Bachelor of Arts/Bachelor of Science with a major in Writing, Rhetoric, and Digital Studies degree in the Department of Writing, Rhetoric, and Digital Studies, in the College of Arts and Sciences, effective in the Fall 2014 Semester.

Background: The primary goal of the BA/BS degree is to offer the Commonwealth of Kentucky (and surrounding states) graduates who are prepared to enter professional and community settings in which writing and advocacy (public and private) in old and new media is necessary. The courses will serve students with a variety of interests, including publishing; politics; the writing of essays and other forms of non-fiction; community advocacy; science and technical writing; and business and entrepreneurship. A major in Writing, Rhetoric, and Digital Studies will equip students with knowledge of history and theories of rhetoric; critical tools for engagement with popular and professional texts and digital objects; the ability to create compelling arguments across a variety of media; and methods for participating in public and academic discussions at local, national and global levels.

The program is consistent with the University of Kentucky's values of civic engagement and social responsibility. The degrees emphasize students' ethical development; capabilities as critical and independent thinkers; and need to be active participants in their own learning. Rhetoric's crucial role in public life has been recognized for centuries, and study in this discipline helps students recognize, value and understand different cultural perspectives as they learn to express their own critical stances clearly and effectively.

This program has the approval of the appropriate councils and the University Senate and has completed the 45 day review process of the Council on Postsecondary Education. The Provost of the University supports this recommendation.

Action taken: Approved Disapproved Other _____