English 301

Writing Theory & Practice

Why do we write what we write? Why does it sometimes work?

Writing Theory and Practice is a course designed specifically for Professional Writing and Editing (PWE) students with two specific goals in mind. By the end of this course, students should possess a deeper understanding of:

1. What rhetoric – "*an ability, in each particular case, to see the available means of persuasion" (Aristotle)* – is.

2. How rhetoric intersects with the field of professional writing.

While much of the PWE curriculum emphasizes the practice and products of organizational communication, this course invites students to the theoretical discussion addressing why we practice and produce what we do and how we can improve upon these practices and products in a deliberate, systematic way. To these ends, students engage in rhetorical analysis of professional documents; review quantitative and qualitative research methods commonly used by writing professionals; investigate a current issue in organizational communication; and perform some *reflection-in-action* research that unifies both theory and application.