TUESDAYS
&
THURSDAYS
11:30-12:45
COLSON G18

ENGL 301

WRITING THEORY AND PRACTICE

By the end of this course, we will develop an in-depth understanding of how rhetorical theory has shaped professional writing and editing practices. (Trust me, it's **way** more interesting than it might sound...we'll talk about the ubiquity of to-do lists, the ways that technological tools (like GoogleSheets) have been coopted to communicate during times of crisis, and even how professional writers might practice trickery on their audiences--for **good**, of course.)

Rhetorical Theory

We'll talk about ancient rhetorical terms like **kairos, metis, techne, ethos,** etc., and more importantly, think through how we might use them to better understand how we communicate in our modern world.

Professional Writing

We will also become familiar with important concepts undergirding the current field of PWE, including cultural rhetorics, critical data studies, and user experience and information architecture.

Research Methods

Using our newfound knowledge of the relationship between rhetorical thought and professional, pragmatic communication, we will conduct our own research on issues related to professional and technical writing.

For more about this rad class, contact Dr. Erin Brock Carlson at erin.carlson@mail.wvu.edu