



## English 301: Writing Theory & Practice

Regular Synchronous meetings on Tues-Thurs via Zoom.

Please see meeting time in Schedule of Courses. Access course [via eCampus](#) in January.

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

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 is, starting with Aristotle and moving to the present day;
2. How rhetoric intersects with the field of professional writing, particularly in terms of quantitative and qualitative research on effective communication practices.

While much of the PWE curriculum emphasizes the practice and products of organizational communication, this course invites students to the theoretical discussion of *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 analyses of professional documents; review quantitative and qualitative research methods commonly used by writing professionals; investigate a current issue in organizational communication; pursue *reflection-in-action*\* research to unify theory and practice; and create lightning presentations and infographics.

[\*What on earth is *reflection-in-action*? Take the course and find out!]