



UNC
COLLEGE OF
ARTS & SCIENCES

THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

DEPARTMENT OF ENGLISH AND
COMPARATIVE LITERATURE

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To: Administrative Boards of the College and Arts and Sciences
From: Beverly Taylor, Chair
RE: Proposed Minor in Rhetoric, Composition, and Digital Literacy
DATE: October 15, 2011

I very am pleased to present this request for a new Minor in Rhetoric, Composition, and Digital Literacy. This minor encourages multidisciplinary inquiry into how writing and communication function in different academic and professional fields, and encourages students to develop critical thinking, reading, and writing skills. This program will prepare students to work as professional writers, help them communicate more effectively in a variety of media and situations, and allow students from any field to complement their studies with a set of specialized writing skills.

One of the developers of this minor, Jordynn Jack, has already sent Associate Dean Erika Lindemann a detailed proposal for this minor. I am including that for your reference. This contains our proposed text for the Undergraduate Bulletin entry. Please note that the English and Comparative Literature Department developed and submitted five courses specifically for this minor, and those have not yet been approved by central administration. Those courses are:

ENGL 149 Networked and Multimodal Composition
ENGL 216 Introduction to Rhetoric and Composition
ENGL 317 Networked Composition
ENGL 318 Multimodal Composition
ENGL 496 Independent Research

You will find included with this memo the aforementioned minor proposal, and the required coversheet to request the creation of minor program.

Please let me know if you have any questions or concerns. Thank you for your assistance with this process.

Sincerely,

Beverly Taylor
Chair, Department of English and Comparative Literature

Enclosure

Carolina Minor in Rhetoric, Composition, and Digital Literacy: Proposal

We propose a new minor for students interested in rhetoric, composition, digital literacy, and professional writing to be added to the undergraduate curriculum. A minor would encourage multidisciplinary inquiry into how writing and communication function in different academic and professional fields, develop critical thinking, reading, and writing skills, and prepare students to work as professional writers and to communicate more effectively in a variety of media and situations.

The new minor would allow students to complement a major in any field with a set of specialized writing courses. Currently, our courses in writing, rhetoric, and literacy attract students from across the College of Arts and Sciences who are interested in writing, communication, or professions such as business and law. For example, students who hope to go to law school are now drawn to our Writing in Law courses. We can offer advanced writing courses focused on science, social science, business, medicine, as well as courses in life writing, multimedia composition, writing for networked environments, style, and rhetorical theory.

Comparable Programs & Student Need

Our analysis of comparable programs indicates that rhetoric and professional writing programs are flourishing at many large state universities, including the Arizona State University, Pennsylvania State University, the University of Rhode Island, and the University of Maryland. These programs generally require 15-19 credit hours in advanced writing and rhetoric courses (excluding first year writing classes).

Undergraduate Writing Certificate Programs or Minors

	# of Courses Req.	Process	Other reqs.	Pre-reqs.	Type
Arizona State	19 credit hours of advanced writing classes	Apply 2 semesters before graduation	Prof. Internship	B (3.0) in First Year Comp classes, overall GPA of 3.0 or above	Certificate
Penn State	15 credit hours	Fill out an emphasis form and get it signed (list courses & grades)			Emphasis; students get a certificate
Maryland	15 credit	Note:	Students		minor

	hours	interdisc. Minor btw. Comm studies & English	choose courses from 2 broad lists		
Rhode Island	18 credits	“Simply take the six classes, and pass them with a 2.0 GPA. When you graduate, fill out a "Minor Fields of Study" form , and bring it by the Writing & Rhetoric office for the Director's signature.”			Minor (they also have a major)

From our survey, we have found that UNC students are eager to take upper level writing classes that contribute to their majors or professional goals. We invited students completing ENGL 101 and 102 courses to complete a survey gauging interest in a rhetoric and writing minor. Of the 85 responses, 11 (13%) indicated they would be “very likely” to enroll in the minor, and an additional 22 (25.8%) indicated that they would be “somewhat likely” to do so. Since students in ENGL 101 and 102 courses come from across the undergraduate population, we find this level of interest promising.

Even more promising is the range of career plans indicated by students who said they would be “very likely” or “somewhat likely” to pursue a rhetoric and writing minor:

- Business/ Finance (5)
- Medicine/health fields (6)
- Professor/grad school (6)
- Law (4)
- Government/policy (4)
- Journalism/broadcasting (3)
- Other: art therapist, dentist, third grade teacher, music composition,

- graphic design, professor of rhetoric and composition, etc.
- Undecided/not stated (3)

Moreover, these survey results indicate that this program fills a niche that is different from both the English major and the Creative Writing minor, insofar as students see rhetoric and professional writing courses as ways to enrich their education and career plans in a variety of fields where writing plays a key role.

Given this range of interests, we are confident that our advanced writing courses in business, law, health sciences, and professional writing will find enthusiastic interest. (Sections in business and law already fill quickly). Students also indicated strong interest in courses featuring digital media and writing in networked environments, which we plan to add to our list of offerings in the near future.

Proposed Description for Undergraduate Bulletin

The Carolina Minor in Rhetoric, Composition, and Digital Literacy

The Writing Program, centered in the Department of English and Comparative Literature, offers a minor in rhetoric, composition, and digital literacy. The minor requires 15 hours, a total of five courses, and may be earned by taking four courses and completing a capstone project (as an independent study course), or by taking five courses in the minor.

A student must seek permission from the program's director to declare the minor once he or she has taken two writing courses and is on track to graduate. Writing classes offered by the UNC Friday Center for Continuing Education (correspondence, independent study, online) DO NOT count toward the minor.

Required Courses:

- One of the following courses: ENGL 300, ENGL 300I, ENGL 301, ENGL 302, ENGL 303, ENGL 304, or ENGL 305.
- ENGL 496: Independent Research** or ENGL 691H/692H, Honor's Thesis. Complete an electronic portfolio, service learning assignment, writing internship with reflection paper, or capstone project to be determined by consulting with a faculty member. Choose 3 of the following courses: an additional course from ENGL 300, 300i, 301, 302, 303, 304, 305; ENGL 127, ENGL 130; ENGL 130, 131, 132H or 133H; ENGL 149**, ENGL 216**, ENGL 283, ENGL 307, ENGL 313, ENGL 314, ENGL 316, ENGL 317**, ENGL 318**, ENGL 400, ENGL 401, ENGL 402, ENGL 405; or one additional CI course above 100, beyond the CI connections requirement, AMST 275, BUSI 401, CMPL 250, CMPL 251,

COMM 113, COMM 131/DRAM 131, COMM 224/WMST 224, COMM 350, COMM 374,
COMM 375/ENST 375, COMM 432, COMP 102, COMP 380, COMP 381, DRAM 231, HIST
670, JOMC 153, or WMST 695.

*No more than 1 course can be a creative writing course. Students may, however, count these courses towards a Creative Writing Minor as well as the Rhetoric, Composition, and Digital Literacy Minor.

**Pending approval

Faculty Members:

Daniel Anderson

Jane Danielewicz

Jordynn Jack

Todd Taylor