



# THE UNIVERSITY OF WINNIPEG

For more information visit [www.uwinnipeg.ca](http://www.uwinnipeg.ca) or contact a student recruitment officer at [welcome@uwinnipeg.ca](mailto:welcome@uwinnipeg.ca) or 204.786.9844. In any case where The University of Winnipeg Course Calendar and this fact sheet differ, the current Calendar takes precedence.

## Rhetoric and Communications

*This program offers studies in the theory, analysis, and practice of a variety of communications: written, oral, visual, online.*

Majoring in Rhetoric and Communications will help you become a highly adaptable communicator with superb hands-on skills in drafting, revising, and editing. You will also acquire the theoretical and analytical background to prepare, adapt, interpret, and evaluate messages intended for a wide range of audiences and purposes. In short, Rhetoric and Communications will help you become a “reflective practitioner” - a discerning critic and crafter of language.

This program leads to a **Bachelor of Arts degree (3-year or 4-year)**.

### SAMPLE COURSES

**Professional Style & Editing** teaches students to revise their prose, not for new ideas but for better phrasing of those ideas they already have. Students learn to write in several prose styles and to edit work professionally in terms of stylistic (rather than only grammatical) criteria. The course will benefit anyone intending to write polished term papers or theses, not to mention business reports or public service announcements.

**Rhetorical Criticism** students examine advertising copy, political speeches, editorials, newspaper reports, popular essays, and a range of other rhetorical artefacts, to determine how such uses of language persuade audiences and to discover what they reveal about cultural values and social trends.

**Rhetorics of Visual Representation** seeks to improve students' visual literacy, as we move from a primarily verbal culture to an increasingly visual one. With a systematic, comprehensive account of the formal structures of design (colour, perspective, arrangement, and materiality), the course helps students to understand the ways in which images communicate meaning—and to appreciate just how much images differ from words.

**Revolutions in Communication** provides an historical overview of communication, concentrating on periods in which human relations were dramatically influenced by a shift from one communicative medium to another. After examining the early development of pictorial symbols and writing, students will consider some of the profound social changes brought about by the invention of the printing press and, several centuries later, by electronic technologies such as television, the computer, and the Internet.

### OTHER COURSES

Composition Studies

Contemporary Communication Theories

Critical Literacy for Empowerment

Critical Studies of Discourse

Forms of Inquiry in Written Communication

Narrative Thinking and Writing

Reading and Writing Online

Rhetoric and the Worldwide Web

Studies in the Rhetoric of Nonfiction

Studies in the Rhetoric of Gender

Theories and Practices of Oral Communication

### SAMPLE CAREERS

As highly adaptable critics and crafters of language, Rhetoric and Communications students have abilities that are valued in a wide range of careers. They may become fund-raising consultants, public affairs officers, media co-ordinators, publicity agents, museum or gallery educators, technical or scientific writers, copywriters, or copy editors. Graduates with a Rhetoric and Communications major may also pursue careers in government and

politics (for example, as a speech writer, researcher, or press secretary), health (communications officer), and business (public information officer).

### WHAT OUR STUDENTS SAY

"My training in Rhetoric and Communications helped me learn quickly how to read and write in law school. I knew how to cut to what's important - a crucial skill when your assigned reading for the week is more than you can physically carry. I would definitely recommend the Major to those thinking of pursuing law." - *Paul Klippenstein (BA'06) is currently taking Law at McGill University in Montreal.*

"When I was in the Master's Program in Media Studies, I discovered that the foundation provided through Rhetoric and Communications is of most importance. I would recommend it to anyone who is interested in the practice of writing or the critical analysis of rhetoric and discourse." - *Jessica Antony (BA'05) has completed a Master's degree in Media Studies at Concordia University in Montreal.*

"The combination of Rhetoric and Communications with the Administrative Studies major has proved to be excellent. This combination has put me in a very distinct and specialized category of job candidates and has been of highest interest to potential employers in the marketing industry." - *Megan Van Leeuwen (BA'07) worked for a local marketing consulting firm after her graduation.*

### YOU SHOULD KNOW...

All students majoring in Rhetoric and Communications are required to complete Academic Writing, since this course provides many of the foundational terms and concepts for upper-level courses.

### SAMPLE FIRST YEAR

#### First Year for a 4-year B.A. in Rhetoric and Communications:

Required courses:

RHET-110X(3) Academic Writing

ENGL-100X(3) English 1 (3 credit hours).

24 credit hours Electives. We strongly recommend introductory courses in Anthropology, Sociology, Psychology, and Politics. Courses in Philosophy and Theatre and Film would also prove useful.

Some Arts students choose to fulfil the University's Science Requirement in their first year. See The University of Winnipeg Course Calendar for a complete list of options.

### REQUIRED HIGH SCHOOL COURSES

You must meet The University of Winnipeg's general admission requirements. No specific courses are required.

### HOW TO APPLY – Domestic Student

Apply online at [uwinnipeg.ca](http://uwinnipeg.ca) or pick up an Application for Admission from your high school counsellor's office or the Admissions Office at The University of Winnipeg. To meet Scholarship deadline submit your application and \$80 application fee by **March 1st**.

### HOW TO APPLY – International Student

Apply online at [uwinnipeg.ca/index/intl-apply](http://uwinnipeg.ca/index/intl-apply) and submit all official documents by mail. To meet Scholarship deadline submit application, fee, and documents by **March 1st**. International application fee is \$100, which includes a one-time courier fee.

### CONTACT US

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<http://www.uwinnipeg.ca/index/rhetoric-communications-index>



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