THE UNIVERSITY OF WINNIPEG

FACULTY OF ARTS

RHETORIC AND COMMUNICATIONS

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

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, 4-year, or Honours).**

Students taking an undergraduate degree in another Major may choose to add a Minor in Rhetoric, Writing and Communications as a secondary area of interest. The department also offers a Certificate in Writing.

SAMPLE CAREERS

Graduates have developed abilities that are valued in a wide range of careers. They may become fundraising consultants, public affairs officers, media coordinators, publicity agents, museum or gallery educators, technical or scientific writers, copywriters, or copy editors. They 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).

SAMPLE COURSES

Professional Style & Editing teaches students 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 examines 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. This course explores such urgent topics as visual truth and argument, the interaction between word and image, the circulation and transformation of images in the public sphere, and strategies of visual disruption and dissent.

MORE SAMPLE COURSES

- **Communication and Popular Culture**
- **Contemporary Communication Theories**
- **Critical Studies of Social Media**
- **Representations of Indigeneity**
- **Rhetoric of Animality**
- **Digital Rhetorics**
- **Studies in the Rhetoric of Gender**
- **Theories and Practices of Oral Communication**

SAMPLE FIRST YEAR

For a 4-year BA in Rhetoric and Communications -
Required courses**:**
RHET-110X(3) Academic Writing (unless exempt from the Writing Requirement)
RHET-1120(3) Introduction to Rhetoric and Communications
ENGL-100X(3) English 1A or Introduction to English
21 credit hours Electives

NOTE: *This sample first year is representative of the courses you may take. For many of our programs, you may choose another set of courses and still be well on your way to a degree. Also, for most programs you do not have to take 30 credit hours (five full courses) in your first year.*

"A degree in Rhetoric and Communications will not teach you what to think, it will teach you how to think. For me, this meant learning how language, media, and communication technology are embedded with ideology, despite their appearance as neutral tools. The ability to interpret, analyze, and think outside of the instructions you are given will serve you throughout your professional and academic life, regardless of the field you choose. If that endorsement sounds convincing, you can thank this department for honing my well-developed communication skills. If not, then congratulations! Your critical eye will make you a perfect fit for this program."

- Benjamin Dueck (BA 4-year '19), who went on to graduate studies at University of Toronto

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REQUIRED HIGH SCHOOL COURSES

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

HOW TO APPLY

For details on application requirements and deadlines, and to apply online, please visit: **uwinnipeg.ca/apply**

For more information contact a student recruitment officer at welcome@uwinnipeg.ca or 204.786.9844. In any case where the University's Academic Calendar and this fact sheet differ, the current Calendar takes precedence.

CONTACT US

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