



FACULTY OF ARTS

## RHETORIC AND COMMUNICATIONS

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

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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).**

**NOTE:** The BA *Honours* in Rhetoric is a new offering, starting in 2020-21.

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.

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### 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.

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## 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

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## SAMPLE FIRST YEAR

### For a 4-year BA in Rhetoric and Communications -

Required courses:

RHET-110X(3) Academic Writing

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

24 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.*

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***“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), who went on to study Law at McGill University in Montreal

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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](http://uwinnipeg.ca/apply)

For more information contact a student recruitment officer at [welcome@uwinnipeg.ca](mailto: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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**W** <https://www.uwinnipeg.ca/rhetoric/>