
Professional Writing

Faculty and Fields of Interest

Blitefield, Jerry (Graduate Program Director) Assistant Professor of English (2000), BA 1980 Manhattanville College, MA 1995 University of Massachusetts Dartmouth. PhD 2000 Rensselaer Polytechnic University. *Specializations:* Rhetorical theory, history of rhetoric, creative writing (fiction and literary nonfiction).

Cohen, Adam Assistant Professor of English (2005), BA 1993 Stanford University, MA 1999, PhD 2001 University of Virginia Charlottesville. *Specializations:* Shakespeare and British literature.

Eisenhart, Chris Assistant Professor of English (2004), BA 1993 Nebraska Wesleyan University, MA 1996, PhD 2003 Carnegie Mellon University. *Specializations:* Rhetoric, professional writing, computers and writing

Gardner, Janet Associate Professor of English (1995), BA 1988, MA 1990 California State University Sacramento, PhD 1995 University of Massachusetts Amherst. *Specializations:* Composition, computers and literary study, British literature, dramatic literature, pedagogy.

Harrison, Stanley Assistant Professor of English (2003), BA 1985 SUNY Cortland, MA 1988 University of Kentucky, PhD 1999 University of Rhode Island. *Specializations:* Rhetoric, professional writing, advanced computer applications

Houser, Catherine (Department Chairperson) Professor of English (1987), BA 1978, MFA 1986 Arizona State University. *Specializations:* Creative writing, literary nonfiction, stylistics, public relations.

Owens, Peter Professor of English (1981), AB 1968 Wesleyan University, EdM 1980, EdD 1982 Harvard University. *Specializations:* Journalism, desktop publishing, software publishing, web publishing, research.

Rosen, Alan R Professor of English (1968), BA 1960 University of Hartford, MA 1962 Pennsylvania State University. *Specializations:* Victorian poetry and poetics, modern British and American fiction, research methods, scriptwriting.

Seymour, Craig Assistant Professor of English (2005), BA 1991, MA 1994, PhD 2005 University of Maryland. *Specializations:* Journalism and professional writing.

Sun, Lulu C H Professor of English (1994), BA 1978 University of Toronto, MA 1979 University of Western Ontario, MA 1984, PhD 1989 University of Michigan. *Specializations:*

Rhetoric and composition, English Education, English romantic literature.

Wallin, John Luther Professor of English (1988), BA 1965 University of Mississippi, MA 1967 University of Alabama, MFA 1971 University of Iowa, MA 1988 University of Massachusetts Amherst. *Specializations:* Ethics in professional writing, fiction writing, environmental writing, grants writing.

Waxler, Robert P Professor of English (1975), BA 1967 Brown University, MA 1969 Boston College, PhD 1975 State University of New York. *Specializations:* Romanticism, Jewish studies, professional writing, communication theory, organizational communication.

Current faculty projects, including research and recent/working publications, are posted on the department's faculty website at http://www.umassd.edu/cas/english/professional_writing/faculty.cfm

Graduate Professional Writing at UMass Dartmouth

Department of English College of Arts and Sciences

The professional writing program is tailored for people planning careers in technical and business communication, journalism, creative writing, publishing, or teaching writing at the high-school or college level. Students receive a solid theoretical background and extensive writing and editing experience.

Our program serves a variety of interests and career goals. Among typical candidates are:

- aspiring freelance or salaried writers
- aspiring editors
- educators who want to become writing specialists
- people who want to combine degrees in science or technology with careers in communications (e.g., engineering, medical, environmental, scientific or computer writing)
- working professionals who want to improve their communication skills
- aspiring journalists
- future staff researchers (for corporations, publications, government agencies, museums, etc.)
- novelists, playwrights, and poets who seek related employment while establishing their reputations
- aspiring publications managers

Graduates have the knowledge and skills to qualify for an array of professional positions in the writing marketplace.

All graduate courses meet once a week. They are scheduled Monday through Thursday from 3:30 p.m. to 6:00 p.m. Some core courses are offered yearly; other courses are offered approximately once every two years.

Admission Requirements

Applicants must submit the required materials to the Graduate Office. In addition, they must submit results of the Miller Analogy Test or from the GRE (within five years of having taken the examination) and a portfolio. Further information is given below.

We seek candidates who demonstrate strong potential for a successful career in professional writing. If you wish to become a candidate and believe you have the skill and talent to grow and adapt rapidly in a highly competitive profession, we encourage you to apply. You must have in hand (or be about to obtain) a bachelor's degree from an accredited institution.

Contact

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Degree Requirements (MA degree)

The admissions committee will assess your credentials in the following areas:

- Grades on an official undergraduate transcript
- Results of the Miller Analogy Test or GRE
- Recommendations from at least three people familiar with your written work or potential as a writer
- Your personal statement explaining your goals and background as writer, student, or employee
- A portfolio of your writing or evidence of a distinguished record in a technical field. Submit a 10 to 30 page portfolio; it can include excerpts from academic papers, reports, significant letters, policy documents, articles, creative works.

Transferring Credits from Another Institution

You may request to transfer up to six credits from another program if the credits meet these criteria:

- The courses are at the graduate level
- They resemble courses in our professional writing program
- They were taken within three years of your request
- The course grades are A or B
- The courses were not used toward any degree.

Registering as a Non-Degree Student

When space permits, individuals may enroll in graduate courses as non-degree special students without applying for admission to the graduate program. If you would like to register for a course as a special student, first get an approval form signed by the English Department's Director of Graduate Study or the Chairperson.

If you later apply and are accepted into the program, up to four courses you have taken as a non-degree student will be credited toward your degree.

The degree is earned after 33 credits. Among them, you are required to take **three** core courses, four additional 600-level courses, one internship, and two additional Professional Writing courses of your choice for a total of 30 course credits. In addition, a three-credit thesis or project is required. You must write a thesis proposal which includes a discussion of the theoretical underpinning of your proposed project.

You have six years to complete the program. In special circumstances, you may appeal to the graduate committee for a deadline extension.

Core Requirements

You are required to take three core 500-level courses, one from Group A, one from Group B, and ENL 510.

Group A

ENL 501 Rhetorical Theory
ENL 502 Communication Theories
ENL 610 Rhetorical Strategies

Group B

ENL 503 Language and Its Use
ENL 505 Stylistics
ENL 605 Persuasive Writing and Speaking

ENL 510 Principles of Investigation, Field Research, and Validation. *This course must be taken at this campus in the final year of the student's program.*

Elective Courses

You may take additional core courses or choose from among these courses to fulfill the remainder of your course requirements.

ENL 520 Law & Ethics in Professional Writing
ENL 550 Independent Study
ENL 600 Technical and Business Writing
ENL 601 Report and Proposal Writing
ENL 602 Grants Writing
ENL 603 Communicating within Organizations
ENL 604 Fundraising Rhetoric
ENL 620 Writing Computer-User Documents
ENL 621 Editing, Layout, and Document Design
ENL 623 Web Authoring
ENL 630 Teaching Writing
ENL 631 Teaching Technical and Professional Writing
ENL 632 Teaching Reading and Writing
ENL 640 Advanced Principles in Journalism and Article Writing
ENL 641 Technical and Scientific Journalism
ENL 642 Public Relations Techniques
ENL 643 Arts Reviewing

ENL 645 Visual Display, Formatting, and Desktop Publishing
ENL 650 Topics in Professional Writing
ENL 660 Graduate Workshop in Creative Writing I
ENL 661 Graduate Workshop in Creative Writing II
ENL 662 Graduate Workshop in Literary Nonfiction
ENL 664 Graduate Workshop in Translation
ENL 665 Practicum in Screenwriting
ENL 666 Practicum in Writing for Television
ENL 667 Documentary Writing
ENL 690 Composition Theory

Internships

You are required to take one internship; you may take a maximum of two. See thesis or project requirements.

ENL 701-702 Internship in Technical Writing
ENL 703-704 Internship in Journalism
ENL 705-706 Internship in Creative Writing, Scriptwriting, or Translation
ENL 707-708 Internship in Business and Professional Writing
ENL 709-710 Internship in Teaching

Graduate Thesis or Project

You are required to complete a thesis or project, registering for the following:

ENL 750 Thesis or Project I

Course Selections: Program Models

Although you may concentrate in one area (technical and business writing, journalism, teaching writing, or creative writing), our program is designed for generalists who want to master a range of professional writing skills, not for someone wanting to focus exclusively on a narrow area of writing. For instance, knowing that writing teachers are well-served by the core courses and that they should take a range of writing courses to improve their writing skills, we offer only two courses on teaching writing.

Given the generalist orientation of our program, the following lists offer possible course selections and sequences for candidates in various concentrations.

Note: Regardless of concentration, you must take three core courses, selected from those listed under "Core Requirements."

Elective Courses in Technical and Business Writing

ENL 600	Technical and Business Writing
ENL 601	Report and Proposal Writing
ENL 602	Grants Writing
ENL 603	Communicating within Organizations
ENL 604	Fundraising Rhetoric
ENL 620	Writing Computer-User Documents
ENL 621	Editing, Layout, and Document Design
ENL 623	Web Authoring
ENL 642	Public Relations Techniques
ENL 645	Visual Display, Formatting, and Desktop Publishing
ENL 650	Topics in Professional Writing
ENL 701	Internship in Technical Writing
ENL 707	Internship in Business and Professional Writing

Other Options

ENL 605	Persuasive Writing and Speaking
ENL 610	Rhetorical Strategies
ENL 630	Teaching Writing
ENL 631	Teaching Technical and Professional Writing
ENL 640	Advanced Principles of Journalism and Article Writing
ENL 641	Technical and Scientific Journalism

Elective Courses in Journalism

ENL 621	Editing, Layout, and Document Design
ENL 623	Interactive Communication
ENL 630	Teaching Writing
ENL 640	Advanced Principles of Journalism and Article Writing
ENL 641	Technical and Scientific Journalism
ENL 643	Arts Reviewing
ENL 645	Visual Display, Formatting, and Desktop Publishing
ENL 662	Graduate Workshop in Literary Nonfiction
ENL 703	Internship in Journalism

Other Options

ENL 600	Technical and Business Writing
ENL 603	Communicating in Organizations
ENL 605	Persuasive Writing and Speaking
ENL 610	Rhetorical Strategies
ENL 620	Writing Computer-User Documents
ENL 642	Public Relations Techniques
ENL 660	Workshop in Creative Writing
ENL 667	Documentary Writing
ENL 704	Fieldwork in Journalism

Elective Courses in Creative Writing

We offer only one creative writing workshop each semester, and so the program is impractical for anyone desiring to take only creative writing courses. Representative graduates have taken two or three creative writing courses, done an internship in creative writing, and written a creative thesis. But they also have taken courses in technical writing, teaching, and/or journalism.

ENL 605	Persuasive Writing and Speaking
ENL 610	Rhetorical Strategies
ENL 630	Teaching Writing
ENL 643	Arts Reviewing
ENL 660	Workshop in Creative Writing
ENL 661	Workshop in Creative Writing
ENL 662	Workshop in Literary Nonfiction
ENL 665	Practicum in Screenwriting
ENL 666	Practicum in Writing for Television
ENL 690	Composition Theory
ENL 705	Internship in Creative Writing

Other Options

ENL 603	Communicating within Organizations
ENL 621	Editing, Layout, and Document Design
ENL 631	Teaching Technical and Professional Writing
ENL 642	Public Relations Techniques
ENL 645	Visual Display, Formatting, and Desktop Publishing
ENL 664	Workshop in Translation
ENL 706	Internship in Creative Writing, Scriptwriting, or Translation

Elective Courses in Teaching Writing

We recommend that writing teachers take these four courses from the core area: Rhetorical Theory, Language and Its Use, Stylistics, and Principles of Investigation.

ENL 600	Technical and Business Writing
ENL 602	Grants Writing
ENL 605	Persuasive Writing and Speaking
ENL 610	Rhetorical Strategies
ENL 621	Editing, Layout, and Document Design
ENL 630	Teaching Writing
ENL 631	Teaching Technical and Professional Writing
ENL 632	Teaching Reading and Writing
ENL 640	Advanced Principles of Journalism and Article Writing
ENL 660	Workshop in Creative Writing
ENL 690	Composition Theory

Other Options

ENL 601	Report and Proposal Writing
ENL 641	Technical and Scientific Journalism
ENL 642	Public Relations Techniques
ENL 645	Visual Display, Formatting, and Desktop Publishing
ENL 662	Graduate Workshop in Literary Nonfiction

Other Guidelines and Requirements

Assignment of Advisors

Once you have been accepted into the program and have declared your area of interest, the English Department's Director of Graduate Study will assign you an advisor. You are responsible for scheduling conferences with your advisor and for fulfilling program requirements.

Credit Requirements for Full-Time Status

Full-time degree candidates are required to take 9 credits (three courses) a semester. If you want to take more than 9 credits in a semester, first get approval from your advisor. You may take fewer than 9 credits; however, you will be listed as a part-time student. Teaching assistantships are limited to full-time students. To maintain full-time status, teaching assistants are required to take 6 credits (two courses) each semester. TAs must receive the Assistant Director's approval to take more than 6 credits a semester.

Grade Requirements

During work on your thesis or project, you will be given a grade of IP (in progress). Once your committee has approved your thesis or project, your graduate advisor will submit a grade and your thesis title for inclusion on your transcript. Distinguished work will be so noted on the transcript.

You will be dismissed if

- your grade point average falls below a B (GPA 3.00) after 15 or more semester hours (5 classes) or 50 percent of your course work has been completed;
- you receive 3 grades of C or below in graduate courses; **or**
- if your thesis or project receives a final grade of F.

Guidelines for Internships

An internship gives you the opportunity to apply classroom work, gain experience, and earn credits while working in a professional setting. Before applying for the internship, select a field site and negotiate entry by talking with the appropriate decision maker. Once the organization has agreed to sponsor you,

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Certificate in Professional Writing

discuss your projected responsibilities with your assigned on-site supervisor *and* your internship advisor. If both approve, write the internship proposal. The internship contract and the proposal guidelines are available on the program's website. You may take a maximum of two internships.

You cannot register for the internship until your proposal has been approved and your contract signed by your internship supervisor, faculty advisor, and the Director of Graduate Study. So begin the internship process early.

To ensure that sponsors get qualified interns, your internship advisor or the Director will not approve your internship request if you have yet to demonstrate the requisite skills. To that end, no one will be granted an internship during his or her first semester of graduate study.

In addition to being evaluated for work produced during the internship, you will be evaluated on the final report you write describing your experience.

Graduate Thesis or Project Requirements

You will be required to write a thesis or do a master's project.

Before beginning the thesis or project, submit a detailed proposal to your thesis committee. (Detailed guidelines are available at the program's website.)

The committee, made up of your thesis supervisor (a faculty member who agrees to chair your committee) and two other graduate faculty who also have agreed to supervise your project, will evaluate your proposal. After they approve the proposal, you are responsible for meeting regularly with them to ensure your work remains focused. Note: Your committee chair should have significant expertise in the area you plan to pursue.

Once you have completed your thesis or project, submit a copy to each member of your committee. Your submission should be a polished document—that is, it must be fully edited and refined. If revisions are needed, the committee chair will meet with you to discuss the required changes.

If you plan to graduate in June, you must submit your work by April 1 to give your committee time to respond—and, if necessary, to give you time to revise.

Financial Assistance

The English Department offers teaching assistantships each year to superior applicants. If you'd like to compete for an assistantship, check the applicable box on the admission form, and, as part of your portfolio, include a statement explaining why you want to become a teaching assistant.

Candidates awarded teaching assistantships are required to take ENL 630, Teaching Writing: Theory and Practice, and ENL 631, Teaching Technical and Business Writing.

Teaching assistantships may be renewed with the approval of the Graduate Committee. Assistants should submit their renewal requests to the Director by November 10 for the spring semester, and March 15 for the following fall.

Professional Writing graduate students have also been placed in graduate assistantships in various campus areas, such as News and Publications, the Library, the Writing/Reading Center, and Internet Development.

Other assistance, such as loans or work study, may be available to you. Refer to the chapter on "Expenses and Financial Assistance."

The 12-credit Graduate Certificate in Professional Writing (GCPW) is designed to help professionals and business people in the region build their skills and credentials in professional writing. Students may select courses in technical writing, business writing, public relations, journalism, grant writing, and electronic publishing to enhance their current knowledge and prepare for promotion, career change, specialty change within current organizations, or new opportunities in freelance work, editing, and consulting.

The program's goals include providing rapid transition to new skills with special emphasis on practical course work tailored to the student's own work setting, situation, and community. Another goal is to encourage regional industries, nonprofit institutions, businesses, and governments to send employees here to learn new skills and knowledge. Our hope is to foster greater contact and cooperation between our program and area institutions, leading to mutual enrichment.

Specific goals include:

- developing and expanding writing skills demanded in professional settings and the larger publishing world
- providing hands-on instruction in new technologies such as Web development and desktop publishing
- building awareness of audience, markets, and current standards of publishing professionalism
- developing practical strategies for purposeful, effective communications that fit specific circumstances and client needs.
- writing for publication and distribution in real professional contexts

Qualifications for Admission

Students with at least a bachelor's degree from an accredited institution of higher learning must submit an abbreviated application that includes:

- The certificate application form.
- Current official transcript(s) from colleges or universities attended.
- A three-page statement describing the applicant's writing and professional background and goals for the program.

Applications are submitted to the Office of Graduate Studies.

Professional Writing Courses

Certificate Requirements

Students must earn nine credits from the Certificate course and an additional three credits in one of the Internships approved for the Certificate Internship, as listed below. Certificate students will follow the Internship guidelines for the master's degree and are encouraged to intern within their current work settings on writing projects of value to their employers or clients.

Certificate Course List

Choose nine credits (three courses) from the following list:

- ENL 501 Rhetorical Theory,
- ENL 502 Communication Theories
- ENL 503 Language and Its Use
- ENL 505 Stylistics
- ENL 600 Technical and Business Writing
- ENL 601 Report and Proposal Writing
- ENL 602 Grants Writing
- ENL 603 Communicating within Organizations
- ENL 604 Fundraising Rhetoric
- ENL 605 Persuasive Writing and Speaking
- ENL 610 Rhetorical Strategies
- ENL 620 Writing Computer-User Documents
- ENL 621 Editing, Layout, and Document Design
- ENL 623 Interactive Communication
- ENL 640 Advanced Principles in Journalism and Article Writing
- ENL 641 Technical and Scientific Journalism
- ENL 642 Public Relations Techniques
- ENL 643 Arts Reviewing
- ENL 645 Visual Display, Formatting, and Desktop Publishing
- ENL 650 Topics in Professional Writing
- ENL 662 Workshop in Literary Nonfiction

Certificate Internship Course Options

Choose three credits, (one internship) from the following list:

- ENL 701-702 Internship in Technical Writing
- ENL 703-704 Internship in Journalism
- ENL 707-708 Internship in Business and Professional Writing

Program Transferability

Credits earned in the certificate program may be applied toward the Master's in Professional Writing, following successful admission under the admissions requirements for that program.

Professional Writing degree students who leave without completing that program may apply for a certificate if they completed at least nine credits from the Certificate Course List and three credits from the Certificate Internship list.

ENL 501 three credits

Rhetorical Theory

Aristotle defined rhetoric as "the faculty of discovering all the available means of persuasion in any given situation." W. Ross Winterowd defines it as "the global art that... studies the manifestations of all human discourse, not just persuasion." We will study our rhetorical tradition, focusing on major theorists from Aristotle to Foucault. Depending on the instructor, the course may concentrate on such topics as Classical Rhetoric (from the fifth century B.C. through the English Renaissance), Eighteenth Century Rhetoric (Smith, Blair, Whately, Campbell), or Contemporary Rhetoric (Toulmin, Burke, Richards, Perelman, Kinneavy, Searle, Foucault, and Derrida).

ENL 502 three credits

Communication Theories

How does language shape thought? How do human beings communicate? What are the effects of mass communication? The study of communication draws from a range of disciplines including linguistics, semantics, philosophy, psycholinguistics, psychology, psychoneurology, and sociology to derive answers to how humans, as symbol makers, communicate. We will study communication models, mechanistic and transactional analogues, intra- and interpersonal systems, and systems theories. Topics will include: information processing, language as transactional process, communication models, rules of perceptual organization, communication networks, dyadic versus group and mass communication, and nonverbal and interpersonal interactions.

ENL 503 three credits

Language and Its Use

Study of the various grammars and the controversies surrounding them. Attention will be given to the history and growth of language, the artistic language of literature, and the basic vocabulary of language arts (e.g., style, rhetoric, linguistics, semantics, and technical versus artistic language).

ENL 505 three credits

Stylistics

Exploration of the creative possibilities of language. Through both a theoretical discussion and practical application, we will examine how basic elements of writing, such as diction - including figurative language - syntax, structure, and rhetorical style, express and modulate meaning in a variety of writing forms. Students will analyze, create, and critique imaginative pieces, including advertising copy, written speeches, song lyrics,

technical articles, short fiction poetry, drama, and literary nonfiction.

ENL 510 three credits

Thesis/Project Research

Principles of research, writing the thesis/project proposal, and initial thesis/project drafting. The course explores primary and secondary research methods. Course content includes in-depth and formal interviewing techniques, principles of field observation, content analysis, literature reviews, electronic data searches, historical analysis, focus groups, case studies, questionnaire design, use and abuse of statistical inquiry, fundamentals of logic and causation, and philosophical inquiry into qualitative and quantitative research perspectives. The course places major emphasis on how to write a proposal and thesis/project aimed at eventual publication.

ENL 520 three credits

Law and Ethics in Professional Writing

Legal and ethical practices that will keep professional writers in safe territory and allow them to make sound writing decisions. Legal issues covered include freedom of the press, libel, invasion of privacy, research sources, obscenity, and copyright.

ENL 550 three credits

Special Area Study

May be repeated once with change of content. Prerequisite: Approval of instructor and graduate program director. Course number for graduate students, under special circumstances, to take a maximum of two 300-400 level undergraduate courses for graduate credit. Students cannot do "independent study"; they must take a course, and arrange with the instructor to do more writing than required of the undergraduates to justify the graduate level credit. This option is not intended for students needing to make up deficiencies in order to perform at an appropriate level in graduate courses, but as an opportunity for students to explore specialized areas of interest. Before registering, students must write a proposal that clearly delineates the writing projects they will undertake.

ENL 600 three credits

Technical and Business Writing

This course introduces students to the many purposes, audiences, forms, and formats of technical documents and professional correspondence. They will receive practice in writing and designing a variety of documents to achieve worthwhile content, sensible organization, and readable style. Focus will be on techniques of audience-and-use analysis to adjust a message's level of technicality to the

needs and background of its audience. Focus throughout is on writing as a deliberate process of deliberate decisions.

ENL 601 three credits

Report and Proposal Writing

Case-approach to researching, planning, writing, and revising recommendation reports and proposals to be used by decision-makers. Students will do primary research, on-line bibliographic searches, and learn how to access government documents. They also will learn techniques for writing and designing long reports and proposals for multiple audiences.

ENL 602 three credits

Grants Writing

Intensive research into funding sources, analysis and interpretation of guidelines and writing several drafts of grant proposals. This specialized rhetorical form involves analyzing complex audiences and learning persuasive techniques unique to grants writing.

ENL 605 three credits

Persuasive Writing and Speaking

Survey of strategies from Aristotle through Madison Avenue, focusing on ethics and legality and techniques of argumentative discourse: its substance, shape, and style. Emphasis also is on avoiding logical fallacies, composing persuasive messages for clients, customers, colleagues, supervisors, subordinates, and audiences; on writing advertising copy and on giving oral presentations.

ENL 610 three credits

Rhetorical Strategies: Achieving Effective Style

The theory and practice of style as a writer's "way of seeing." By analyzing and emulating outstanding contemporary prose, we develop a style vocabulary, and we explore possible "voices" for expressive, explanatory, or persuasive writing. Reading, writing, and editing assignments focus on the enduring qualities of forceful, readable, and emphatic style: clarity, conciseness, fluency, exactness, and engaging tone, among a wide array of syntactic and semantic elements that help make writing make a difference.

ENL 620 three credits

Writing Computer-User Documents

The proliferation of computers has led to the rampant growth of documentation requirements and an increased demand for writers capable of addressing various audiences with clarity and precision. In this course, we will concentrate on documentation standards and

guidelines, documentation management and control, and document preparation. Among the topics covered will be documentation requirements in the design, development, and life cycle of a system; forms management and design considerations; software documentation requirements; and the techniques used to prepare effective and efficient documents.

ENL 621 three credits

Editing, Layout, and Document Design

The in-house publishing process, with an emphasis on publications management and automation. Students will coordinate all facets of manuscript production, from automated text editing (or word processing) to automated typesetting and computer graphics. They will work with manuscripts at all production stages: copyediting, galley and page-proof, art development, and indexing.

ENL 623 three credits

Web Authoring

Problems, issues, and rhetorical strategies in authoring effective Web pages and content. The primary focus of the course is in authoring hypertext and hypermedia documents for the World Wide Web. In the process, students grapple with a host of problems related to effective non-linear writing, efficient and user-friendly interface design, and inventive mixing of text, graphics, video, sound, animation, and navigational components to achieve the most dynamic messages possible within the many constraints of hardware and software.

ENL 630 three credits

Teaching Writing: Theory and Practice

Analysis of contemporary composing and rhetorical theories to determine their significance for teaching writing. Strategies for teaching writing will be developed. Topics range from methods for evaluating papers to collaborative learning, to cognitive processes and ways of interacting reading and writing.

ENL 632 three credits

Teaching Reading and Writing: Theory and Practice

Theories on reading and writing and their application to practice in both literature and the composition classrooms. The course covers current pedagogical methods and provides opportunities for students to discuss their own pedagogies and methodologies for teaching.

ENL 640 three credits

Advanced Principles in Journalism and Article Writing

Workshop that explores the principles and techniques of news, feature, and article writing for newspapers, magazines, and electronic

media. The course emphasizes development of free-lance articles for publication in local, regional, and national markets.

ENL 641 three credits

Technical and Scientific Journalism

Problems, principles, and techniques of writing effectively in science and technology for both the general public and specialized audiences. Emphasis will be on evaluating technical language and jargon; understanding the needs of various audiences; learning research techniques; and developing interview and validation strategies that help writers clarify trends, theories, patterns, and perspectives. Students will be expected to write articles about newsworthy events for scientific and technical journals.

ENL 642 three credits

Public Relations Techniques

Comprehensive presentation of the purposes of public relations, its principles, and the techniques by which its goals are accomplished. The course covers the full range of public relations strategies used by individuals, agencies, corporations, and governments, including press releases, audio-visual presentations, public speaking, paid advertising, lobbying, fostering employee relations, and promoting citizen involvement.

ENL 643 three credits

Arts Reviewing

A journalism course for potential or practicing critics/reviewers. Students will develop their ability to write effectively about and evaluate the visual, written or performing arts. The course stresses theoretical considerations concerning ethics, rhetorical strategies and persuasive techniques (i.e., general circulation publications versus specialty arts publications; alternative press versus mainstream) and the practical preparation of reviews which meet varying editorial requirements.

ENL 645 three credits

Visual Display, Formatting, and Desktop Publishing

This course is designed to expose students to the principles of visual display in working documents so that, as editors and writers, they can work effectively with photographers and artists in the creation of finished texts. Students will explore the use of photos, headlines, graphics, and visual elements as they can be used to enhance the meaning and effectiveness of written text. Students will learn to plan visual elements in the early stages of story, computer program, or document conception. They will explore basic principles of visual design and experience the limitations

and problems inherent in generating visual elements. Students will receive practical experience in dummied and layout, and will oversee several projects incorporating visual elements into written works. The purpose of the course is to train writers and editors to be sensitive and effective users of visuals designed primarily by others.

ENL 650 three credits

Workshop Topics in Professional Writing

An in-depth writing workshop focusing on various topics in professional writing. The type of writing taught during a particular semester will vary, depending upon student interests, faculty research and publication, or the strengths of visiting writers. Possible topics include approaches to writing novels, short stories, screenplays, or poetry; editorial, feature, how-to, environmental, and other forms of journalistic writing; free-lance writing; and special topics in technical and professional writing.

ENL 660 three credits

Workshop in Creative Writing I

Fiction, poetry, playwriting, or the essay will be addressed, under the guidance of a published author. Students must demonstrate a talent for performance in one or more of the above genres - either by published works or by a reasonable body of manuscripts completed or in progress. As a class, we will discuss prototypical works, techniques, and the manuscripts of colleagues. A finished piece of work will be required of each student at approximately biweekly intervals.

ENL 661 three credits

Workshop in Creative Writing II

Special topics, or continuation of ENL 660.

ENL 662 three credits

Workshop in Literary Nonfiction

Comprehensive presentation of the principles and techniques involved in writing literary nonfiction. Students will explore how techniques of fiction are applied to experience and reality to create this modern form of American literature.

ENL 664 three credits

Workshop in Translation

Instruction in translation of foreign language texts accurately into idiomatic, grammatically correct, and literate English. The course uses literary texts in foreign languages as well as texts in the theory of translation. Expectation students are expected to have a good reading knowledge of the language from which they intend to translate.

ENL 665 three credits

Practicum in Screenwriting

Writing an original theatrical-length script or one adapted from another media.

ENL 666 three credits

Practicum in Writing for Television: The Pilot Script and the Series

Practicum in writing the television series, including the creation of a pilot script and related installments. Students may also elect to work in non-fiction television (e.g., training videos, documentary features and documentary series). Series may include mini-series.

ENL 690 three credits

Composition Theory

Explores the history and principles of the relatively new discipline of composition studies. The course asks questions: What is the nature of composition studies? What is the history of the discipline? What is the relationship between rhetoric and composition, between theory and practice? What bibliographic resources aid the work of composition specialists? What role do departmental and institutional policies play in shaping/influencing the teaching of writing? How has pedagogy been influenced by recent developments in rhetorical criticism, cultural studies, feminism, literary theory, language philosophy, and technology? In addition, the course will consider the future of composition studies within the university in areas of instruction such as basic writing, English as a second language, writing across the curriculum, and hypermedia.

Internships

ENL 701-702 three credits each

Internship in Technical Writing

Students will work as writers, editors, or special consultants for organizations or companies producing technical documents, computer programs, or technical memos and reports. Emphasis will be placed on the quality of the student's work and on the problems of collaborating with specialists to produce work for a range of audiences. Graded CR/NC.

ENL 703-704 three credits each

Internship in Journalism

Students will work as writers, editors, or assistants for newspapers, magazines, radio or TV stations, news organizations, or may work in a news writing or editing capacity in public relations. Emphasis will be placed on the quality of published work produced by the student. Graded CR/NC.

ENL 705-706 three credits each
Internship in Creative Writing, Scriptwriting, or Translation

Students will work as writers, editors, or freelancers for publications, publishers, agents, or under the supervision of the course instructor who will serve as project reviewer. Emphasis will be placed on the quality of writing and the process of marketing manuscripts, scripts, and other creative works. Graded CR/NC.

ENL 707-708 three credits each

Internship in Business and Professional Writing

Students will work as writers, editors, assistants, or special consultants in business, industry, or nonprofit organizations. Writing might include public relations pieces, such as press releases, advertising copy or unsolicited sales letters, and house organs; background papers for managers or executives; and memos, letters, and short reports. Emphasis will be placed on the quality of work produced by the student at the field sites. Graded CR/NC.

ENL 709-710 three credits

Internship in Teaching

Students will work in teaching or teaching-related activities in the field of writing, including tutoring programs or writing centers in public or private schools or special summer programs, under the supervision of an on-site supervisor and the direction of a faculty sponsor who teaches ENL 630, ENL 631, or ENL 632. Emphasis will be placed on the quality of instructional materials produced by the student; programs created, updated, or redesigned; and written report of goals. No student shall receive credit for this course for work done as a teaching or graduate assistant, unless in connection with a project assumed in addition to the regular duties of that position. Graded CR/NC.

Project or Thesis

ENL 750 three credits

Thesis or Project in Professional Writing

Graded CR/NC (upon approval of completed thesis or project).

Courses for the MAT degree

Courses offered for students in the MAT program are listed among the course listings for that program.