

## Brothers, Sheila C

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**From:** Hippisley, Andrew R  
**Sent:** Thursday, October 31, 2013 9:00 AM  
**To:** Brothers, Sheila C  
**Subject:** SC item, BA/BS Writing

BA/BS Writing, Rhetoric & Digital Studies

This is a recommendation that the University Senate approve, for submission to the Board of Trustees, the establishment of a new BA/BS program: Writing, Rhetoric & Digital Studies, in the Department of Writing, Rhetoric and Digital Studies, within the College of Arts and Sciences.

**NEW UNDERGRADUATE PROGRAM FORM**  
**(Attach completed "Application to Classify Proposed Program"<sup>1</sup>)**

**1. General Information:**

College:	A&S	Department:	Writing, Rhetoric, and Digital Studies
Major Name:	Bachelor of Arts/Bachelor of Science	Degree Title:	Writing, Rhetoric, and Digital Studies
Formal Option(s), if any:	_____	Specialty Field w/in Formal Options, if any:	_____
Date of Contact with Assoc. Provost for Academic Administration <sup>1</sup> :	1-23-12	Today's Date:	3-26-12
Accrediting Agency (if applicable):	_____		
Requested Effective Date:	<input checked="" type="checkbox"/> Semester following approval.	OR	<input type="checkbox"/> Specific Date <sup>2</sup> : _____
Contact Person in the Dept:	Roxanne Mountford	Phone:	7-6985
		Email:	mountford@uky.edu

**2. General Education Curriculum for this Program:**

The new General Education curriculum is comprised of the equivalent of 30 credit hours of course work. There are, however, some courses that exceed 3 credits & this would result in more than 30 credits in some majors.

- There is no foreign language requirement for the new Gen Ed curriculum.
- There is no General Education Electives requirement.

General Education Area	Course	Credit Hrs
<b>I. Intellectual Inquiry (one course in each area)</b>		
Arts and Creativity	_____	<u>3</u>
Humanities	_____	<u>3</u>
Social Sciences	_____	<u>3</u>
Natural/Physical/Mathematical	_____	<u>3</u>
<b>II. Composition and Communication</b>		
Composition and Communication I	CIS or WRD 110	3
Composition and Communication II	CIS or WRD 111	3
<b>III. Quantitative Reasoning (one course in each area)</b>		
Quantitative Foundations <sup>3</sup>	_____	<u>3</u>
Statistical Inferential Reasoning	_____	<u>3</u>
<b>IV. Citizenship (one course in each area)</b>		
Community, Culture and Citizenship in the USA	_____	<u>3</u>
Global Dynamics	_____	<u>3</u>
<b>Total General Education Hours</b>		<b><u>30</u></b>

<sup>1</sup> Prior to filling out this form, you MUST contact the Associate Provost for Academic Administration.

<sup>2</sup> Programs are typically made effective for the semester following approval. No program will be made effective unless all approvals, up

<sup>2</sup> Programs are typically made effective for the semester following approval. No program will be made effective unless all approvals, up through and including Board of Trustees approval, are received.

<sup>3</sup> Note that MA 109 is NOT approved as a Gen Ed Quantitative Foundations course. Students in a major requiring calculus will use a calculus course (MA 113, 123, 137 or 138) while students not requiring calculus should take MA 111, PHI 120 or another approved course.

## NEW UNDERGRADUATE PROGRAM FORM

**3. Explain whether the proposed new program (as described in sections 4 through 12) involve courses offered by another department/program. Routing Signature Log must include approval by faculty of additional department(s).**

Some courses are cross-listed with English and some will be transferred from English to WRD. Courses in the departments of Art, English, Communiation, and Gender and Women's Studies and the Linguistics Program are recommended as part of the major requirements (6 credit hours in a related field).

**4. How will University Graduation Writing Requirement be satisfied?**

<input type="checkbox"/> Standard University course offering	Please list: _____
<input checked="" type="checkbox"/> Specific course	Please list: <u>WRD 203, 204, 205, or 208</u>

**5. How will college-level requirements be satisfied?**

<input type="checkbox"/> Standard college requirement	Please list: _____
<input type="checkbox"/> Specific required course	Please list: _____

**6. List pre-major or pre-professional course requirements, including credit hours (if applicable):**

\_\_\_\_\_

**7. List the major's course requirements, including credit hours:**

1. WRD 300: 3 hours
2. Additional 300-level WRD courses 12 hours
3. 400-level WRD courses 12 hours
4. 6 hours to be taken from the following list of courses: A-H 360, A-S 200, A-S 245, A-S 280, COM 249, COM 281, COM 287, COM 311, COM 312, COM 313, COM 315, ENG 381, ENG 382, ENG 407, ENG 480G, ENG 481G, ENG 482G, ENG 483G, ENG 484G, ENG 485G, ENG 486G, ENG 487G, ENG 507, GWS 250, GWS 301, GWS 340, LIN 211, LIN 212, LIN 317 or courses approved by the DUS
5. 3 hours of WRD electives: 200-level or above
6. WRD 430 Advanced Workshop: Senior Project 3 hours
7. Free electives: 3 hours.

**8. Does program require a minor?**

Yes  No

If so, describe, including credit hours. \_\_\_\_\_

**9. Does program allow for an option(s)?**

Yes  No

If so, describe option(s) below, including credit hours, and also specialties and subspecialties, if any:  
\_\_\_\_\_

**10. Does the program require a certain number of credit hours outside the major subject in a related field?**

Yes  No

If so, describe, including credit hours: 6 hours to be taken from the following list of courses: A-H 360, A-S 200, A-S 245, A-S 280, COM 249, COM 281, COM 287, COM 311, COM 312, COM 313, COM 315, ENG 381, ENG 382, ENG 407, ENG 480G, ENG 481G, ENG 482G, ENG 483G, ENG 484G, ENG 485G, ENG 486G, ENG 487G, ENG 507, GWS 250, GWS 301, GWS 340, LIN 211, LIN 212, LIN 317 or courses approved by the DUS

## NEW UNDERGRADUATE PROGRAM FORM

**11. Does program require technical or professional support electives?**

Yes  No

If so, describe, including credit hours: \_\_\_\_\_

**12. Is there a minimum number of free credit hours or support electives?**

Yes  No

If so, describe, including credit hours: 3 hours free electives

**13. Summary of Required Credit Hours.**

a. Credit Hours of Premajor or Preprofessional Courses:	_____	Not Applicable <input type="checkbox"/>
b. Credit Hours for Major Requirements:	<u>39</u>	
c. Credit Hours for Required Minor:	_____	Not Applicable <input checked="" type="checkbox"/>
d. Credit Hours Needed for Specific Option:	_____	Not Applicable <input checked="" type="checkbox"/>
e. Credit Hours Outside of Major Subject in Related Field:	_____	Not Applicable <input checked="" type="checkbox"/>
f. Credit Hours in Technical or Prof. Support Electives:	_____	Not Applicable <input checked="" type="checkbox"/>
g. Minimum Credit Hours of Free/Supportive Electives:	<u>3</u>	Not Applicable <input type="checkbox"/>
h. Total Credit Hours Required by Level:		
100:	_____	200: <u>3-12</u>
		300: <u>15-24</u>
		400-500: <u>15-24</u>
i. Total Credit Hours Required for Graduation: <u>42</u>		

**14. Rationale for Change(s) – if rationale involves accreditation requirements, please include specific references to those.**

\_\_\_\_\_

**15. List below the typical semester by semester program for a major. If multiple options are available, attach a separate sheet for each option.**

<p><b>YEAR 1 – FALL:</b> (e.g. "BIO 103; 3 credits")</p>	<p><u>WRD 110, 3 credits</u> <u>A&amp;S Foreign Language 101, 4 credits</u> <u>UKCore Inquiry in Arts &amp; Creativity, 3 credits</u> <u>UKCore Quantitative Foundations, 3 credits</u> <u>UKC Inquiry in Social Science</u></p> <p style="text-align: center;"><u>16 credits</u></p>	<p><b>YEAR 1 – SPRING:</b></p> <p><u>WRD 111, 3 credits</u> <u>WRD 130, 2 credits</u> <u>A&amp;S Foreign Language 102, 4 credits</u> <u>UKCore Inquiry in the Humanities, 3 credits</u> <u>UKCore Statistical Inferential Reasoning, 3 credits</u></p> <p style="text-align: center;"><u>15 credits</u></p>
<p><b>YEAR 2 - FALL :</b></p>	<p><u>WRD 204 (GWR), 3 credits</u> <u>WRD 300, 3 credits</u> <u>A&amp;S Foreign Language 201</u> <u>UKC Natural Science, 3 credits</u> <u>A&amp;S Social Science, 3 credits</u></p>	<p><b>YEAR 2 – SPRING:</b></p> <p><u>WRD 205 (for A&amp;S Humanities 1), 3 credits</u> <u>WRD 301, 3 credits</u> <u>A&amp;S Foreign Language 202, 3 credits</u> <u>A&amp;S Natural Science 1, 3 credits</u> <u>LIN 211 (support elective + A&amp;S Humanities 2), 3 credits</u></p>

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	<u>15 credits</u>		<u>15 credits</u>
<b>YEAR 3 - FALL:</b>	<u>WRD 306, 3 credits</u> <u>WRD 312, 3 credits</u> <u>WRD 320, 3 credits</u> <u>WRD 324, 3 credits</u> <u>UKC Inquiry in Science, 3 credits</u>  <u>15 credits</u>	<b>YEAR 3 - SPRING:</b>	<u>WRD 308, 3 credits</u> <u>WRD 401, 3 credits</u> <u>WRD 406, 3 credits</u> <u>A&amp;S Natural Science 2, 3 credits</u> <u>A-S 245 (support elective), 3 credits</u>  <u>15 credits</u>
<b>YEAR 4 - FALL:</b>	<u>WRD 399, 3 credits</u> <u>WRD 405, 3 credits</u> <u>WRD 408, 3 credits</u> <u>WRD 430: Senior Project, 3 credits</u> <u>A&amp;S Social Science 2, 3 credits</u>  <u>15 credits</u>	<b>YEAR 4 - SPRING:</b>	<u>WRD 302, 3 credits</u> <u>COM 313, 3 credits</u> <u>LIN 317 (free elective), 3 credits</u> <u>ENG 407, 3 credits</u> <u>GWS 301, 3 credits</u>  <u>15 credits</u>

**NEW UNDERGRADUATE PROGRAM FORM**  
Signature Routing Log

**General Information:**

Major Name and Degree Title: BA/BS in Writing, Rhetoric, and Digital Studies

Proposal Contact Person Name: Roxanne Mountford Phone: 7-6985 Email: mountford@uky.edu

**INSTRUCTIONS:**

Identify the groups or individuals reviewing the proposal; note the date of approval; offer a contact person for each entry; and obtain signature of person authorized to report approval.

**Internal College Approvals and Course Cross-listing Approvals:**

<b>Reviewing Group</b>	<b>Date Approved</b>	<b>Contact Person (name/phone/email)</b>	<b>Signature</b>
Writing, Rhetoric, and Digital Studies	2/21/2012	Roxanne Mountford / 7-6985 / mountford@uky.edu	
English, Undergrad Studies	3/29/2012	Matthew Giancarlo / 7-1587 / matthew.giancarlo@uky.edu	
Linguistics Program	3/29/2012	Andrew Hipplesley / 7-6989 / andrew.hipplesley@uky.edu	
Department of Art	3/29/2012	Ben Withers / 7-4013 / bwithers@uky.edu	
Communication, Undergrad Studies	3/29/2012	Deanna Sellnow / 7-2886 / deanna.sellnow@uky.edu	
Gender and Women's Studies	3/28/2012	Patricia Cooper / 7-6856 / patricia.cooper@uky.edu	
EPC and College of A&S	5/1/12	Anna Bosch, Associate Dean/7-6689/ bosch@uky.edu	

**External-to-College Approvals:**

<b>Council</b>	<b>Date Approved</b>	<b>Signature</b>	<b>Approval of Revision<sup>4</sup></b>
Undergraduate Council	4/16/13		
Graduate Council			
Health Care Colleges Council			
Senate Council Approval		University Senate Approval	

<sup>4</sup> Councils use this space to indicate approval of revisions made subsequent to that council's approval, if deemed necessary by the revising council.

## NEW UNDERGRADUATE PROGRAM FORM

Comments:

Most internal approvals above provided via email in lieu of signatures.



Division of Writing, Rhetoric,  
and Digital Media  
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## Proposed Undergraduate Degrees in Writing, Rhetoric, and Digital Studies

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### PROGRAM INFORMATION

Degree Title:	Bachelor of Arts / Bachelor of Science
Major Title:	Writing, Rhetoric, and Digital Studies
Primary College:	College of Arts and Sciences
CIP Code:	23.1304
CIP Title:	Rhetoric and Composition
CIP Description:	A program that focuses on the humanistic and scientific study of rhetoric, composition, literacy, and language/linguistic theories and their practical and pedagogical applications. Includes instruction in historical and contemporary rhetoric/composition theories; composition and criticism of written, visual, and mixed-media texts; analysis of literacy practices in cultural and cross-cultural contexts; and writing program administration.

### CONTACT INFORMATION

Name:	Roxanne Mountford, former Director, Division of Writing, Rhetoric, and Digital Studies
Email:	mountford@uky.edu
Phone:	859-257-6985



## OVERVIEW

In a 2008 external review initiated by the College of Arts and Sciences (A&S) and a 2009 internal study commissioned by the Provost and the Interim Dean of A&S, the University of Kentucky identified the need for stronger writing instruction and a department that could meet the needs of writers across the university. Based on the blueprints of these studies, the Division of Writing, Rhetoric, and Digital Media was founded in Spring 2010, and the newly organized faculty in the Division voted to seek departmental status in September 2010. The Division's name has since changed to Writing, Rhetoric, and Digital Studies. The Writing Program and Writing Center were consolidated into the Division, and the Division played a leadership role (with the Division of Instructional Communication in the College of Communications and Information Studies) in developing the innovative Composition and Communication Program, one of the first programs of its kind in the nation and a foundation for the UK Core General Education Program. The number of faculty dedicated to the teaching of writing, rhetoric, and digital studies grew from two tenure-track professors (in Spring 2008) to seven tenure-track professors and eight lecturers (in Spring 2012). In Fall 2012, two more assistant professors joined the Division, and one more assistant professor was hired in Fall 2013. The Division faculty are responsible for teaching and administering 60% of the UK Core credits in Composition and Communication and also offer the highest percentage of courses fulfilling the Graduation Writing Requirement. In addition, the Division provides tutoring services through the Writing Center and consults on the instruction of writing and digital media within the university (e.g., through leadership in Wired, the College of Arts and Sciences' innovative residential college). In Fall 2012, the Division submitted a proposal for departmental status to A&S.

Dedicated to the humanistic study of writing and rhetoric in all its forms, including emerging media and literacies, in a variety of cultural settings, the faculty in Writing, Rhetoric, and Digital Studies propose to bring to the Commonwealth the first dedicated degree in writing and rhetoric. The primary goal of the proposed BA/BS is to offer the Commonwealth of Kentucky (and surrounding states) graduates who are prepared to enter professional and community settings in which writing and advocacy (public and private) in old and new media is necessary. The courses will serve students with a variety of interests, including publishing, politics, the writing of essays and other forms of non-fiction, community advocacy, science and technical writing, and business and entrepreneurship. A major in the Writing, Rhetoric, and Digital Studies will equip students with a knowledge of history and theories of rhetoric; critical tools for engagement with popular and professional texts and digital objects; the ability to create compelling arguments across a variety of media; and methods for participating in public and academic discussions at local, national, and global levels.

Our proposed program is consistent with the University of Kentucky's values of civic engagement and social responsibility. The BA/BS degrees in Writing, Rhetoric, and Digital Studies emphasize students' ethical development, students' capabilities as critical and independent thinkers, and students' need to be active participants in their own learning. Rhetoric's crucial role in public life has been recognized for centuries, and study in this discipline helps students recognize, value, and understand different cultural perspectives as they learn to express their own critical stances clearly and effectively. A rhetorical education

requires students to engage with the ethical implications of language use, an engagement that will allow them to act as committed citizens in their local communities and in society more broadly. Such study is a traditional cornerstone of a liberal arts education, particularly important in an era in which the forms of information exchange have been so dramatically altered by the Internet. Today's social and professional landscape requires educated participants able to move adroitly in digital environments; to understand the rhetorical frameworks of print and digital writing; and to recognize, evaluate, and adapt to shifts in culture and technology, all the while understanding the ethical implications of their work.

## MISSION STATEMENT

The proposed majors in Writing, Rhetoric, and Digital Studies focus on the humanistic study of writing and rhetoric in its various genres, contexts (social, historical, political), and media (print and digital, textual and visual). Students in the program will study rhetoric and composition theory, practice writing in various forms (including professional and technical writing), and consider the emerging dynamics of digital composition. The majors prepare students to enter publishing, business, industry, or non-profit organizations. Students focusing on writing in digital environments may find employment with multimedia firms or web design organizations. For those interested in graduate work, the major prepares students to enter English education, rhetoric and composition, professional writing, and law. The majors in Writing, Rhetoric, and Digital Studies are grounded in the foundational idea that writing and rhetoric are important not only for professional success, but also for the development of an informed, engaged citizenry. We believe that the use and examination of writing and rhetoric must move beyond the classroom. As a result, the program fosters civic engagement, community building, and critical inquiry in public spaces. In this way, our program participates in the University of Kentucky's Land Grant mission of applied research and outreach.

## PROPOSAL DEVELOPMENT PROCESS

In Fall 2010, the Division's Steering Committee was charged with organizing the new department, including the development of undergraduate and graduate degrees. In discussion with the faculty, the Steering Committee voted to begin by developing the BA/BS, since the expertise of the faculty was not being utilized fully through teaching and administering general education courses and the few undergraduate courses in writing that rhetoric and composition faculty in English had developed. The new BA/BS was vetted and passed in Spring 2011. The faculty began teaching experimental sections of the new courses in Spring 2011, and continued in Fall 2011 and Spring 2012 (under the A&S prefix and in ENG writing courses with open topics). These syllabi form the basis of the new course proposals included in the new BA/BS. On the basis of three semesters of teaching the new courses, the Steering Committee revised the new Course Catalog descriptions, which were passed by the whole faculty early in the Spring 2012 semester, along with the Mission Statement.

## PROGRAM DESCRIPTION

- A. UK Core Requirements (see UK Bulletin 2011-12, pp. 85-89).
- B. College of Arts and Sciences Requirements for a Bachelor of Arts and Bachelor of Science degree (see UK Bulletin 2011-12, pp. 113)
- C. Proposed Major in Writing, Rhetoric, and Digital Studies (39 hours + 3 hours free electives)

### 1. **Core Courses (6 hours)**

#### **WRD 300: Introduction to Writing, Rhetoric, and Digital Studies (3 hours)**

This course introduces students to the theory of rhetoric and composition. Students may examine the theoretical, ethical, and stylistic issues connected to writing in various rhetorical situations, including digital environments. The course forms a theoretical foundation for all other WRD courses and is required for all WRD majors. *Prereq: Completion of Composition and Communication requirement or consent of instructor. Required for WRD majors.*

Enrollment expectations: We anticipate enrollment of 30 students per year, adding 30 students each year thereafter (one section in the first year, two in the second, and so forth).

#### **WRD 430: ADVANCED WORKSHOP: Senior Project (3 credit hours)**

Flexible course hours that supplement an existing course or provide advanced training in a particular area of writing, rhetoric, or digital studies. When subtitled “Senior Project,” this course will provide students with the opportunity to complete a capstone project under the direction of a faculty member and with the support of peers. The three Senior Projects are 1) a senior thesis (for students going to graduate school), 2) a digital installation (presented live or online), and 3) a portfolio of work (in print or online format) suitable for employers.

Enrollment expectation: Around 25 students per year will take 430 as “Senior Project.”

- 2. **Electives within WRD** (27 hours—12 hours required at the 300 level; 12 hours required at the 400-500 level; and 3 hours, 200-level and above).

#### **WRD 203: BUSINESS WRITING (existing course)**

Instruction and experience in writing for business, industry, and government. Emphasis on clarity, conciseness, and effectiveness in preparing letters, memos, and reports for specific audiences. *Fulfills the Graduation Writing*

*Requirement. Prereq: Completion of University Writing requirement or new general education Communications (6 hour) sequence.*

Enrollment expectations: This course already enrolls 1,000 students per year (15 sections each semester and around 250 students enrolled in multiple sections in the summer).

**WRD 204: TECHNICAL WRITING (existing course)**

Instruction and experience in writing for science and technology. Emphasis on precision, clarity, and conciseness in preparing rhetorically effective letters, proposals, reports, and presentations for specific audiences. *Fulfills the Graduation Writing Requirement. Prereq: Completion of Composition and Communication requirement.*

Enrollment expectations: This course enrolls 100 students per year (1 section each Fall, 2 sections each Spring semester, and 1 section in the summer).

**WRD 205: WRITING AND RHETORIC (subtitle required) (existing course; prefix and title change)**

An open topics writing course focused on rhetorical analysis of issues of academic, political, social, or cultural significance. Students will interpret, analyze, and evaluate rhetorical strategies employed in print and digital texts. *Fulfills the Graduation Writing Requirement. Repeatable up to 6 hours. Prereq: Completion of Composition and Communication requirement or consent of instructor.*

Enrollment expectations: This course currently enrolls approximately 150 students per year on average (3 sections each semester) under the ENG 205 prefix/course number. We expect the numbers to remain stable in this course.

**WRD 208: MULTIMEDIA WRITING**

This course develops a practical understanding of writing and rhetoric through multimedia platforms and artifacts. With a focus on developing rhetorical skills for digital environments, students will produce and publish to the web in a range of media such as digital video and photography, blogs, wikis, podcasts, and comics. *Prereq: Completion of Composition and Communication requirement or consent of instructor.*

Enrollment expectations: We expect to offer this course once each year, with enrollment of 30.

**WRD 210: SOCIAL MEDIA: THEORY, CULTURE, POLITICS, PRACTICE**

The course examines how social media and the writing practices we employ influence notions of what it means to participate in community, society, and public discourse. Students will compose across different social media platforms and explore theoretical literature to examine the ways these tools

are evolving. *Prereq: Completion of Composition and Communication requirement or consent of instructor.*

Enrollment expectations: We expect to offer this course once each year, with enrollment of 50 or more (this will be a large-enrollment course). Initially, we expect 30-40 students per year.

**WRD 301: STYLE FOR WRITERS (existing course; cross-listed with ENG 301)** This course is designed for students who wish to improve their own writing style or the style of others. While the course may include some account of historical changes in prose style and require some stylistic analysis of literary texts, the emphasis is on editing contemporary prose, both in exercises and in the students' own writing. Students will learn and practice principles such as economy, coordination, subordination, precision, parallelism, balance, coherence, rhythm, clarity, and grace. *Prereq: Completion of Composition and Communication requirement and consent of instructor.*

Enrollment expectations: This course already enrolls 100 students per year, and we expect enrollment to grow by around 30 students per year. Under an agreement with the Chair and DUS in English, WRD will enroll 25 students and ENG will enroll 5.

**WRD 302: THE ESSAY**

Intensive writing and reading in the genre of the essay. The course will explore the conventions of the essay and analyze historical changes in the genre. Students will write essays and analyze the stylistic choices of professional essayists in order to inform their own writing in the genre. *Prereq: Completion of Composition and Communication requirement or consent of instructor.*

Enrollment expectations: We anticipate enrollment of 30 students every other year, increasing to 30 students every year, if there is sufficient demand. This course may be attractive to English majors.

**WRD 306: INTRODUCTION TO PROFESSIONS IN WRITING (existing course; prefix change)**

This course offers an introduction to and preparation for careers in the teaching of writing, professional writing, publishing, and editing. *Prereq: Completion of Composition and Communication requirement or consent of instructor.*

Enrollment expectations: We anticipate enrollment of 30 students every year. This course has been attractive to English majors and will be important for WRD majors.

**WRD 308: VISUAL RHETORIC**

This course introduces visual rhetoric, covering its history, current practice, and possible futures. Utilizing the disciplinary tools of rhetoric, students will

compose in textual and visual modes, learning a variety of methods with which to create and critique visuals. *Prereq: Completion of Composition and Communication requirement or consent of instructor.*

Enrollment expectations: We anticipate enrollment of 30 students every year.

### **WRD 311: HISTORY OF THE DOCUMENTARY**

This course is designed to trace the evolution of the documentary film. Although the emphasis will be on the development of the American documentary, students will also be looking into contributions from across the world. *Prereq: Completion of Composition and Communication requirement or consent of instructor.*

Enrollment expectations: This will be a large course taught once per year, with an anticipated enrollment of 50-100. Initially, we expect 30-40 students per year.

### **WRD 312: INTRODUCTION TO DOCUMENTARY**

This course is dedicated to critical examination of approaches to the documentary, and the construction of a documentary of one's own. Students will examine different strategies, structures, and topics, with an eye to production. *Prereq: Completion of Composition and Communication requirement or consent of instructor.*

Enrollment expectations: This is a hands-on course with enrollment of 30 students or less. We plan to offer this course every year, since WRD 412 and eventually WRD 512 (Advanced Documentary Production) are offered in a sequence.

### **WRD 320: RHETORICAL THEORY AND HISTORY**

This course introduces students to the scholarly study of rhetoric by exploring the interrelationship of theory, criticism, and practice within a particular historical context. *Prereq: Completion of Composition and Communication requirement or consent of instructor.*

Enrollment expectations: We anticipate enrollment of 30 students every year.

### **WRD 322: RHETORIC AND ARGUMENT**

This course examines theories of rhetorical argument. Students read rhetorical theorists who speculate about what makes certain speech persuasive, as well as contemporary rhetoricians who are actually creating persuasive written and oral texts. Students use these theories to analyze and construct original arguments. *Prereq: Completion of Composition and Communication requirement or consent of instructor.*

Enrollment expectations: We anticipate enrollment of 30 students every year.

**WRD 324: WRITING CENTER PEER TUTORING**

An undergraduate seminar that prepares qualified undergraduate students to become engaged and effective peer consultants in the UK Writing Center. Students in the course are actively involved in reading, writing, listening, observing, speaking, researching, and presenting as they become immersed in the theory and practice of Writing Center consulting. *Prereq: Completion of Composition and Communication requirement and consent of instructor.*

Enrollment expectations: We anticipate enrollment of 20-30 students every year but no more, since this is the gateway course into Writing Center peer tutoring positions.

**WRD 395: INDEPENDENT STUDY (1-3 credit hours)**

For undergraduate majors in WRD with a high standing. Each student pursues a course independently under the guidance of a faculty member and produces at least one major project. *Prereq: Standing of 3.0 in the major and permission of the Director of Undergraduate Studies.*

Enrollment expectations: Only students with a 3.0 GPA in the WRD major and permission of the DUS can take an independent study, so we anticipate only 3-5 students per year will be enrolled.

**WRD 399: Internship** (can be taken in 1-6 hour segments)

This course is an internship in the community that brings together the student's critical and practical knowledge of writing, rhetoric, or digital studies. In addition to evaluation by the internship supervisor for the course grade, the students will produce a reflective research project that may be presented in an annual public research forum. This is a capstone experience for students in the junior or senior year and is encouraged for all WRD majors. *Repeatable up to 6 hours. Prereq: Completion of Composition and Communication requirement and consent of the Internship Supervisor.*

Enrollment expectations: We anticipate 25 students per year, with the addition of 25 more students each year thereafter.

**WRD 401: SPECIAL TOPICS IN WRITING (subtitle required)  
(cross-listed with ENG 401\*)**

Studies of special topics in writing, in areas such as literary nonfiction, travel writing, science writing, responding to literature, cultural critique, and composing law and justice. *Repeatable up to 6 hours. Prereq: Completion of Composition and Communication requirement and consent of instructor.*

Enrollment expectations: This is a popular course that already draws between 100-120 students per year, and we are unlikely to grow it beyond

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these numbers. Under an agreement with the Chair and DUS in English, WRD will enroll 15 students and ENG will enroll 5.

**WRD 402: AUTOBIOGRAPHICAL COMPOSITION (subtitle required)**

A special topics course that examines a particular medium of autobiographical composition (textual, digital, or performative) and/or the ways autobiographical composing is used in particular contexts or communities. Students study and produce autobiographical composition. Mode of composing (print, digital, performance, or a combination) is at the discretion of the instructor. *Repeatable up to 6 hours. Prereq: Completion of Composition and Communication requirement or consent of instructor.*

Enrollment expectations: We anticipate enrollment of 30 students every other year, perhaps increasing to 30 every year, if there is sufficient demand.

**WRD 405: EDITING ENGLISH PROSE (existing course; cross-listed with ENG 405)**

The course includes a broad introduction to best editing practices, as applied in literary, academic, business, and online writing. This course provides students with an introduction to the basics of editing and publishing and build upon prior knowledge of the essential elements of writing and style. *Prereq: WRD 301 or consent of instructor.*

Enrollment expectations: This is a popular course that WRD revived this year, with an enrollment of no more than 30 students. We anticipate offering it every other year, increasing to every year if there is sufficient demand. Under an agreement with the Chair and DUS in English, WRD will enroll 25 students and ENG will enroll 5.

**WRD 406: TOPICS IN PROFESSIONAL WRITING (subtitle required)**

This course addresses contemporary genres of professional writing, including professional correspondence, reports, and social media most often found in business, technical, and scientific communities. The course also addresses the common tools and technologies of professional writing production and practice. *Prereq: WRD 204 or WRD 306 or consent of instructor.*

Enrollment expectations: We anticipate offering this course every year, initially in one section of 30 students, increasing to every year if there is sufficient demand.



**WRD 408: DIGITAL COMPOSING**

This course provides grounding in the analysis and theory of digital composition, which will inform personal, professional, or community-based projects. Projects will encourage students to work flexibly across various digital platforms. *Prereq: WRD 308 or consent of instructor.*

Enrollment expectations: We anticipate offering this course every year, initially in one section of 30 students.

**WRD 412: INTERMEDIATE DOCUMENTARY PRODUCTION**

This course explores a range of documentary approaches and styles, after which workshop and production of students' own documentaries will be emphasized. Students will focus on particular approaches and subjects to develop their individual signatures and styles. *Prereq: Completion of WRD 312 or consent of the instructor.*

Enrollment expectations: We anticipate offering this course every year, initially in one section of 30 students.

**WRD 420: RHETORICAL TRADITIONS (subtitle required)**

This course offers a detailed examination of the history and theory of a specific rhetorical tradition or group of traditions. Students will gain familiarity with key concepts and terms in a rhetorical tradition, compare and contrast culturally situated definitions of rhetoric, and better understand the way rhetorical historiography influences how rhetorical traditions are defined and taught. *Repeatable up to 6 hours. Prereq: Completion of WRD 320 or consent of instructor.*

Enrollment expectations: We anticipate offering this course every year, initially in one section of 30 students.

**WRD 422: PUBLIC ADVOCACY (subtitled required)**

This course examines the work that writing does in the world by connecting the study of persuasion in specific social movements, campaigns, and genres with opportunities for students to create texts and campaigns. This course may offer a historical or contemporary focus, and may examine local, regional, national, or transnational movements. *Repeatable up to 6 hours. Prereq: Completion of WRD 320 or WRD 322 or consent of the instructor.*

Enrollment expectations: We anticipate offering this course every other year, initially in one section of 30 students, increasing to every year if there is sufficient demand.

**WRD 430: ADVANCED WORKSHOP (subtitled required) (1-6 credit hours)**

Flexible course hours that supplement an existing course or provide advanced training in a particular area of writing, rhetoric, or digital studies. *Repeatable up to 6 hours. Prereq: Completion of Composition and Communication requirement or consent of instructor.*

Enrollment expectation: In some cases, WRD 430 may be added on to another course (e.g., WRD 408) to add an hour of additional, specialized instruction, so it is difficult to anticipate enrollment. However, this course number will be used for the subtitle, “Senior Project” every year, with anticipated enrollment of 25 students. Perhaps 100 students per year.

3. SUPPORT ELECTIVES IN RELATED PROGRAMS OUTSIDE THE MAJOR (6 hours).

Students must select two additional courses (3 credit hours each) from among the following:

A-H 360:	Visual Culture of Politics
A-S 200:	Digital Art, Space, and Time
A-S 245:	Web Design for Non-Majors
A-S 280:	Introduction to Photographic Literacy
COM 249:	Mass Media and Mass Culture
COM 281:	Communication in Small Groups
COM 287:	Persuasive Speaking
COM 311:	Patient-Provider Communication
COM 312:	Intercultural Communication in the Media
COM 313:	Interpersonal Relationships
COM 315:	Business Communication
ENG 381:	History of Film I
ENG 382:	History of Film II
ENG 407:	Intermediate Workshop in Imaginative Writing
ENG 480G:	Studies in Film
ENG 481G:	Studies in British Literature
ENG 482G:	Studies in American Literature
ENG 483G:	Studies in African American or Diasporic Literature
ENG 484G:	Comparative Studies in Literature
ENG 485G:	Studies in Literature and Gender
ENG 486G:	Studies in Theory
ENG 487G:	Cultural Studies
ENG 507:	Advanced Workshop in Imaginative Writing
GWS 250:	Gender and Social Movements
GWS 301:	Crossroads of Gender, Class, and Race
GWS 340:	History of Feminist Thought to 1975
LIN 211:	Introduction to Linguistics I
LIN 212:	Introduction to Linguistics II
LIN 317:	Language and Culture

4. FREE ELECTIVES (3 hours). (Required by Senate Undergraduate Council.)

## D. Four Year Curricular Map: BA/BS in Writing, Rhetoric, and Digital Studies.

## Course Plan for Professional Writing and Editing BA

<b>Year 1: Fall</b>	<b>Year 1: Spring</b>
WRD 110 (3) A&S Foreign Language 101 (4) UKC Inquiry in Arts & Creativity (3) UKC Quantitative Foundations (3) UKC Inquiry in Social Science (3)	WRD 111 (3) WRD 130 (2) A&S Foreign Language 102 (4) UKC Inquiry in the Humanities (3) UKC Statistical Inferential Reasoning (3)
16 credits	15 credits
<b>Year 2: Fall</b>	<b>Year 2: Spring</b>
WRD 204 (GWR) (3) WRD 300 (3) A&S Foreign Language 201 (3) UKC Inquiry in Natural Science (3) A&S Social Science 1 (3)	WRD 205 (for A&S Humanities 1) (3) WRD 301 (3) A&S Foreign Language 202 (3) A&S Natural Science 1 (3) LIN 211 (support elective + A&S Humanities 2) (3)
15 credits	15 credits
<b>Year 3: Fall</b>	<b>Year 3: Spring</b>
WRD 306 (3) WRD 312 (3) WRD 320 (3) WRD 324 (3) UKC Inquiry in Science (3)	WRD 308 (3) WRD 401 (3) WRD 406 (3) A&S Natural Science 2 (3) A-S 245 (support elective) (3)
15 credits	15 credits
<b>Year 4: Fall</b>	<b>Year 4: Spring</b>
WRD 399 (3) WRD 405 (3) WRD 408 (3) WRD 430: Senior Project (3) A&S Social Science 2 (3)	WRD 302 (3) COM 313 (3) ENG 407 (3) GWS 301 (3) LIN 317 (free elective) (3)
15 credits	

## Course Plan for Professional Writing and Editing BS

<b>Year 1: Fall</b>	<b>Year 1: Spring</b>
WRD 110 (3) A&S Foreign Language 101 (4) A-S 200 (UKC Inquiry in Arts & Creativity & support elective) (3) UKC Quantitative Foundations (3) A&S Science or Math (3)  16 credits	WRD 111 (3) A&S Foreign Language 102 (4) UKC Inquiry in the Humanities (3) UKC Statistical Inferential Reasoning (3) A&S Science or Math (3)  16 credits
<b>Year 2: Fall</b>	<b>Year 2: Spring</b>
WRD 300 (3) UKC Inquiry in Social Science (3) A&S Foreign Language 201 (3) UKC Inquiry in Natural Science (3) A&S Science or Math (3)  15 credits	WRD 204 (GWR) (3) WRD 301 (3) A&S Foreign Language 202 (3) A&S Natural Science (3) LIN 211 (A&S Humanities & support elective) (3)
<b>Year 3: Fall</b>	<b>Year 3: Spring</b>
WRD 306 (3) WRD 324 (3) A&S Science or Math (3) UKC Inquiry in Science (3) A&S Social Science (3)  15 credits	WRD 308 (3) WRD 406 (3) A&S Science or Math (3) A&S Science or Math (3) A&S Science or Math (3)
<b>Year 4: Fall</b>	<b>Year 4: Spring</b>
WRD 408 (3) WRD 430: Senior Project (3) GWS 301 (free elective) (3) A&S Science or Math (3) A&S Science or Math (3) A&S Science or Math (3)  18 credits	WRD 399 (A&S experiential/field requirement)(3) WRD 405 (3) A&S Science or Math (3) A&S Science or Math (3) A&S Science or Math (3)

## E. Distribution Requirements.

Other than the requirements listed above (12 hours in WRD at the 300 level, 12 hours in WRD at the 400 level and above, and 6 hours of support electives), there

are no other distribution requirements or formal options. Students must work with the DUS and faculty to devise a course plan that fits their interests and career aspirations. There are three distinct course plans possible for students with dedicated interests in writing, rhetoric, or digital studies:

1. Professional Writing and Editing: WRD 203, 204, 205, 208, 301, 302, 306, 308, 324, 401, 402, 405, 406, 408; A-S 200, 245, 280; ENG 407, 507; LIN 211, 212, 317.
2. Rhetorical Theory and Practice: WRD 205, 301, 308, 320, 324, 325, 405, 420, 422, A-H 360; ENG 48XG; COM 249, 281, 287, 311, 313; GWS 250, 301, 340; LIN 317
3. Digital Studies: WRD 208, 210, 306, 308, 311, 312, 324, 402, 408, 412, 430; A-S: 200, 245, 280; COM 249, 312; ENG 381, 382, 407, 480G, 507; LIN 211, 212, 317.

These course plans are not formalized as Options for the Bulletin in order to provide students and their advisers with flexibility.

#### F. Support of/by Other Programs

Our lower division courses (WRD 110: Composition and Communication I, WRD 111: Composition and Communication II, WRD 203: Business Writing, WRD 204: Technical Writing, and WRD 205: Topics in Writing and Rhetoric) support two important general education requirements for all university students: the UKCore Composition and Communication requirement and the Graduation Writing Requirement. We teach 60% of all seats in Composition and Communication I & II (approximately 4,000 students per year). We also offer the largest number of courses for the Graduate Writing Requirement of any unit on campus, including approximately 1,500 students per year served in WRD 203, 204, and 205.

In their revised guidelines for the BA in English, the Department of English encourages English majors to take WRD courses. Initially, most courses in the proposed BA/BS in WRD will be open to any student on campus who can meet the prerequisites or obtain permission of the instructor (the exceptions include the Internship and Independent Study).

#### G. Replacement/Enhancement of Existing Programs

In many ways, the proposed BA/BS in WRD represents a vast expansion of a small number of nonfiction writing courses originally created by rhetoric and composition faculty and taught on a regular basis to English, English education, and Journalism majors. Those courses will move to WRD, but the student populations who have been supported by these courses will continue to be provided seats. We believe we will enhance other majors that require advanced instruction in writing, rhetoric, and digital media as well as provide the Commonwealth of Kentucky with the first undergraduate degree that will prepare citizens for careers in writing.

## H. Distance Learning

The proposed BA/BS in WRD will not be delivered via distance learning. A small number of general education courses (including WRD 110, 111, 203, and 204) will be offered via distance learning in the summers for the convenience of students, and one section of WRD 110 and 111 will be offered during the academic year to accommodate students who, because of disabilities, cannot give live public speeches.

## I. Alternative Learning Formats

The proposed BA/BS in WRD will strongly encourage 3 hours of Internship so that students can apply the knowledge and skills they have acquired during their coursework in workplace environments. The Internship is meant to respond to CPE's Policy Objective 4.6, "Promote student engagement, undergraduate research, internships, and other educational opportunities that improve the quality of the student experience, develop leaders, and lead to success after graduation."

## DEMAND

In March 2004, the Chair of the Conference on College Composition and Communication (CCCC), Kathleen Blake Yancey called for an increase in the development of writing majors nationwide, particularly programs that integrate print and digital communication. Since that time, dozens of workshops and sessions at CCCC have examined the development of writing majors around the country. A recent issue of *Composition Studies* focused exclusively on issues related to the writing major, and Greg Giberson and Thomas Moriarty's forthcoming co-edited collection *What We Are Becoming: Developments in Undergraduate Writing Majors* focuses on the development of writing majors in a variety of institutional contexts around the country. In addition, the governing organization of the discipline of rhetoric and composition, CCCC, has established a Committee on the Major in Rhetoric and Composition whose primary charge, as described on the organization's website, is to "document the variety of majors in composition and rhetoric across the country and in diverse institutional types and in diverse units."

According to data collected in a multi-year survey conducted by a committee of the CCCC charged with studying the growth of major programs in writing, rhetoric, & discourse, "the number of writing majors is increasingly rapidly," jumping from 45 institutions offering such majors in 2005-2006, to 68 institutions offering 72 majors and tracks in February 2009. Despite this national growth, no Kentucky institution offers an undergraduate major in this area.

Rhetorical competence in writing—the ability to produce texts for varied purposes, audiences, and media—is a fundamental necessity in a wide range of corporate, governmental, and non-profit careers. A nation-wide survey of business leaders conducted in 2004 by the College Entrance Examination Board's National Commission on Writing found that "writing appears to be a 'marker' attribute of high-skill, high-wage, professional work" (19). According to the report, half the responding companies report that they take writing ability into consideration when hiring professional employees. Two-thirds of salaried employees in large American companies have some writing responsibility. Eighty percent or

more of the companies in the service and finance, insurance, and real estate (FIRE) sectors, the corporations with the greatest employment growth potential, assess writing during hiring. Half of all companies take writing into account when making promotion decisions.

Writing clear and effective prose is increasingly essential in virtually any career. A degree in writing informed by the study of rhetoric, however, ensures critical, analytic, problem-solving skills and the capacity to quickly, self-consciously, and ethically assess and adapt to new communicative contexts, including those that are digitally mediated. Writing, Rhetoric, and Digital Studies majors are particularly well suited for careers in advertising, editing, publishing, teaching (post-secondary and college), technical and professional writing in industry, as well as graduate study in a range of disciplines.

#### A. Demand at Other Institutions with Independent Writing and Rhetoric Majors

Institutions that have launched degrees in writing and rhetoric within the last decade have experienced steady growth. The University of Texas at Austin launched its B.A. in Writing and Rhetoric in Fall 2007. The number of majors increased steadily from Fall 2007 to Spring 2010. (The total undergraduate student population at UT was 38,437 in Fall 2011.)

University of Texas, BA Students in Writing & Rhetoric

Fall 07	70
Spring 08	128
Fall 08	184
Spring 09	195
Fall 09	216
Spring 2010	240
Fall 2010	230
Spring 2011	245
Fall 2011	223

The University of Rhode Island also launched a BA in Writing and Rhetoric in Fall 2007. The number of majors also increased steadily from Fall 2007 to Fall 2011 and continue to grow. (The total undergraduate enrollment at URI was 13,219 in Fall 2011.)

University of Rhode Island BA Students in Writing & Rhetoric

Fall 07	9
Fall 08	25
Fall 09	43
Fall 2010	56
Fall 2011	86

Michigan State University launched a BA in Professional Writing in Fall 2003. Statistics available for the BA since 2006 show steady growth. (The total undergraduate enrollment at MSU was 36,580 in Fall 2011.)

## Michigan State University BA in Professional Writing

Spring 06	54
Spring 07	65
Spring 08	75
Spring 09	86
Spring 10	101
Spring 11	124
Spring 12	148

Because these BA Programs have fewer courses in digital media than WRD proposes, we anticipate stronger initial and long-term growth.

## B. Comparison with Other Writing and Rhetoric Majors

In the process of developing the current proposal for a major in Writing, Rhetoric, and Digital Studies, we examined existing programs at several different colleges and universities around the region and the country to identify common approaches and curricula. The types of institutions surveyed spanned a range from small and selective liberal arts colleges to comprehensive state universities and research-intensive universities. The range of course requirements and offerings for these majors varied widely, making it difficult to pinpoint a set of common curricula. However, the proposed major at UK shares many of the same curricular goals of the surveyed programs.

For comparison, the following table includes the core requirements for the undergraduate major at the following universities: the University of Rhode Island, the University of Texas at Austin, Michigan State University, and the proposed major at University of Kentucky. Each of these programs has a strong core of courses for the major, a focus on rhetoric and rhetorical theories, and elective courses similar to those already offered or under development in the rhetoric program at UK.

Institution	Core Requirements
University of Rhode Island	WRT 201—Writing Argumentative and Persuasive Texts WRT 235—Writing in Electronic Environments WRT 360—Composing Processes and Canons of Rhetoric WRT 490—Writing and Rhetoric
University of Texas at Austin	Rhetorical Theory and Analysis Studies in Computers and Language Professional Writing
Michigan State University	WRA 202—Professional Writing WRA 210—Web Authoring Three tracks available: technical and digital writing, writing in communities and cultures, and writing for publication



University of Kentucky	WRD 300—Introduction to Writing, Rhetoric, & Digital Studies WRD 430—Advanced Workshop: Senior Project Three informal concentrations possible: writing (including professional writing), rhetoric, and digital studies
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The proposed degree at the University of Kentucky is similar in many ways to the above programs. However, the degree is distinctive in two ways: 1) the variety and number of courses in digital composing, and 2) the focus of many rhetoric courses on issues in the public sphere. The faculty in WRD believe that students of writing and rhetoric should be prepared to work with emerging literacies (including composing for audio and video-mediated environments) and be able to participate in public debates (through writing and other media). While all of the above majors have some coursework in digital media and rhetoric of the public sphere, the proposed degree BA/BS in WRD offers more courses in these areas.

### C. Existing Programs

There are no BA/BS programs in Writing and Rhetoric (with or without an emphasis in digital studies) in Kentucky. This program would be the first of its kind in the Commonwealth.

### Program Assessment

The faculty in the Division of Writing, Rhetoric, and Digital Studies have been involved in creation and program-wide assessment of the UK Core Composition and Communication courses. The field of rhetoric and composition includes training and research in the assessment of writing instruction, so we have broad commitment to and expertise in assessment.

### Learning Outcomes

Graduates with the BA/BS in Writing, Rhetoric, and Digital Studies will

1. write effectively in multiple forms, including flat print and mixed media, and multiple genres of nonfiction prose,
2. be able to analyze arguments in multiple contexts, using tools of rhetorical analysis,
3. demonstrate knowledge of rhetorical history and theory, in both local and global contexts,
4. be critical and creative producers and consumers of digital texts,
5. be engaged citizens and community members,
6. have applied their knowledge of writing, rhetoric, and/or digital studies (through the Senior Project and the option of an Internship).

The Undergraduate Studies Committee in the Division will undertake periodic assessment of the above learning objectives in the following ways:

Learning Objective #1: Holistic scoring of randomly selected student writing.

Learning Objective #2: Holistic scoring of analytic writing randomly selected from students in rhetoric classes (WRD 320: Rhetorical History and Theory; WRD 322: Argumentation; WRD 420: Rhetorical Traditions, and WRD 422: Public Advocacy).

Learning Objective #3: Review of final exams from WRD 320: Rhetorical History and Theory to ascertain how well students are learning and applying rhetorical theory to local and global contexts.

Learning Objective #4: Holistic scoring of digital projects (from WRD 208: Multimedia Writing, WRD 308: Visual Rhetoric, WRD 312: Introduction to the Documentary, WRD 408: Digital Composing, and WRD 412: Intermediate Documentary Production) and analytic writing from WRD 210: Social Media and WRD 308: Visual Rhetoric)

Learning Objective #5: Comparison of pre-major and graduation self-efficacy and behavioral instruments.

Learning Objective #6: Reviews of senior projects and internship evaluations by internship hosts.

## Cost

The College of Arts and Sciences and the Division of Writing, Rhetoric, and Digital Studies do not anticipate any additional costs associated with creating a new BA/BS in Writing, Rhetoric, and Digital Studies. Over the last three years, the Office of the Provost and the College of Arts and Sciences made a substantial investment in tenure-stream and lecturer faculty lines and graduate assistantships for the Division. This is partly a result of the new UK Core requirement in Composition and Communication. Given the large investment and given the number of students already enrolled in WRD 110, 111, 203, and 204, it makes good financial sense to utilize these resources in multiple ways, including the creation of a BA/BS Program. (The Division budget includes 58 TA lines and 87 PTI lines.)

The current WRD faculty is sufficient to support the initial implementation of the BA/BS. Based on current projected major figures, WRD faculty will need to teach a total of 7 sections of WRD courses (200-level and above) per semester in the first year of the program just for students in the major (and not including students from other disciplines who expect to take our courses). WRD already teaches a minimum of 10 sections per semester and can support 25 sections with existing faculty. All WRD faculty will continue to teach 100-level courses. Lecturers teach a minimum of 3 WRD 110 or 111 courses per year (most teach 4); tenure-line faculty teach a minimum of 1 WRD 110 or 111 course per year (most teach 2).

The program already has dedicated professional and support staff, and thus no additional staff is needed as a result of a new undergraduate degree program.

There is an expectation that WRD faculty and staff will grow along with student enrollment in the major, as is the case for any department/unit that experiences unexpected student major increases.

Although WRD 110 and 111 courses have course fees attached to them, these additional revenues are earmarked for the UK Core courses, and thus will be used to cover equipment costs and technological-consumables attendant to those lower-division courses.

## Faculty and Staff

### Listing and Credentials

#### WRD:

- Joshua Abboud. Lecturer. PhD, Rhetorics, Communication, and Information Design, Clemson University.
- Steven Alvarez. Assistant Professor. PhD, English, the Graduate Center, City University of New York.
- Adam Banks. Professor & Director of WRD. PhD, Rhetoric and Composition, Penn State University.
- Elizabeth Connors-Manke. Lecturer. PhD, English, University of Kentucky.
- William Endres. Assistant Professor. PhD, Rhetoric and Linguistics, Arizona State University.
- Janice Fernheimer. Associate Professor & Director, Jewish Studies. PhD, English, University of Texas, Austin.
- Jim Ridolfo. Assistant Professor. PhD, Rhetoric and Writing, Michigan State University.
- Thomas Marksbury. Senior Lecturer. PhD, English, University of Kentucky.
- Brian McNely. Assistant Professor. PhD, Rhetoric and Writing Studies. University of Texas, El Paso.
- Roxanne Mountford. Associate Professor. PhD, Rhetoric and Composition, Ohio State University.
- Judith Gatton Prats. Senior Lecturer & Writing Center Director. MA, English, University of Kentucky.
- Jeff Rice. Martha B. Reynolds Endowed Professor & Co-Director, Wired Residential College. PhD, English, University of Florida.
- Jenny Rice. Assistant Professor & Director of Composition. PhD, English, University of Texas, Austin.
- Katherine Rogers-Carpenter. Lecturer. PhD, English, University of Kentucky.
- Brandy Scalise. Lecturer. PhD, Rhetoric and Composition, Penn State University.
- Deborah Kirkman. Manager and Associate Director of Composition.
- Diane Robertson. Department Manager.

#### English:

- Randall Roorda. Associate Professor. PhD, English Education, University of Michigan. (.25 FTE)

The Division of Writing, Rhetoric, and Digital Studies currently employs 15.25 FTE faculty (9.25 tenure-line faculty and 6 lecturers).

## Faculty by Rank

Rank	Name
Lecturers	Joshua Abboud, Elizabeth Connors-Manke, Katherine Rogers-Carpenter, Brandy Scalise
Senior Lectures	Thomas Marksbury, Judith Gatton Prats
Assistant Professors	Steven Alvarez, William F. Endres, Brian McNely, Erik Reece (.25 FTE), and Jim Ridolfo
Associate Professors	Janice Fernheimer, Roxanne Mountford, Jenny Rice and Randall Roorda (.25 FTE)
Professors	Adam Banks, Jeff Rice

## APPENDICES

## APPENDICES

## Four-Year Course Assignment Plan

(Courses in the Major Only)\*

### Fall 2011 (courses already taught)

COURSE	INSTRUCTOR
WRD 203: Business Writing (15 sections)	PTIs & TAs
WRD 204: Technical Writing (1 section)	PTI
WRD 205: Writing and Rhetoric (3 sections)	Master TA
	Brandy Scalise
	Katherine Rogers-Carpenter
WRD 301: Style for Writers (2 sections)	Joshua Abboud
	Erik Reece
WRD 302: The Essay	Beth Connors Manke
WRD 308: Visual Rhetoric	Jason Helms
WRD 312: Introduction to Documentary	Tom Marksbury
WRD 402: Autobiographical Composition	K. J. Rawson
WRD 420: Rhetorical Traditions	Jan Fernheimer

### Spring 2012 (courses already taught)

COURSE	INSTRUCTOR
WRD 203: Business Writing (31 sections)	PTIs & TAs
WRD 204: Technical Writing (2 sections)	PTIs
WRD 205: Writing and Rhetoric (4 sections)	K. J. Rawson
	Joshua Abboud
	Beth Connors Manke x 2
WRD 210: Social Media	Adam Banks
WRD 301: Style for Writers (2 sections)	Brandy Scalise
	Tom Marksbury
WRD 311: History of the Documentary	Tom Marksbury
WRD 320: Rhetorical Theory and History	Katherine Rogers-Carpenter
WRD 401: Special Topics in Writing (3 sections)	Randall Roorda
	Katherine Rogers-Carpenter
	Erik Reece
WRD 405: Editing English Prose	Rhonda Reeves (PTI/local editor)
WRD 420: Rhetorical Traditions	Adam Banks
WRD 430: Advanced Workshop (2 credits) x 2	Rachel Elliot

### Fall 2012 (courses already taught)

COURSE	INSTRUCTOR
WRD 203: Business Writing (15 sections)	PTIs and TAs
WRD 205: Writing and Rhetoric (3 sections)	Steve Alvarez
	Master TAs
WRD 208: Multimedia Writing	Joshua Abboud

WRD 210: Social Media	Adam Banks
WRD 300: Intro to Writing, Rhetoric & Digital Studies	Roxanne Mountford
WRD 301: Style for Writers (2 sections)	Brandy Scalise x 2
WRD 306: Professions in Writing	Brian McNely
WRD 312: Introduction to Documentary	Tom Marksbury
WRD 320: Rhetorical Theory and History	Katherine Rogers-Carpenter
WRD 401: Special Topics in Writing (2 sections)	Jan Fernheimer
	Randall Roorda
WRD 408: Digital Composing	Jeff Rice
WRD 422: Public Advocacy	Beth Connors Manke
WRD 430: Advanced Workshop (2 credits) x 2	Rachel Elliot x 2

### Spring 2013 (courses already taught)

COURSE	INSTRUCTOR
WRD 203: Business Writing (33 sections)	PTIs & TAs
WRD 204: Technical Writing	Brian McNely
WRD 205: Writing and Rhetoric (3 sections)	Erik Reece
	Katherine Rogers-Carpenter
	Master TA
WRD 208: Multimedia Writing	Joshua Abboud
WRD 210: Social Media	Adam Banks
WRD 301: Style for Writers	Brandy Scalise
WRD 308: Visual Rhetoric	Bill Endres
WRD 311: History of the Documentary	Tom Marksbury
WRD 324: Writing Center Tutoring	Judy Gatton Prats
WRD 401: Special Topics in Writing (2 sections)	Beth Connors Manke
	Randall Roorda
WRD 402: Autobiographical Composition	Steve Alvarez
WRD 406: Topics in Professional Writing	Brian McNely
WRD 412: Intermediate Documentary Production	Tom Marksbury
WRD 420: Rhetorical Traditions	Jan Fernheimer
WRD 430: Advanced Workshop (2 credits) x 2	Rachel Elliot x 2

### Fall 2013 (courses already taught)

COURSE	INSTRUCTOR
WRD 203: Business Writing (19 sections)	PTIs and TAs
WRD 204: Technical Writing (2 sections)	Brian McNely x 2
WRD 205: Writing and Rhetoric (3 sections)	Jan Fernheimer
	Master TA x 2



WRD 301: Style for Writers	Jim Ridolfo
WRD 306: Professions in Writing	Brian McNely
WRD 312: Introduction to Documentary	Tom Marksbury
WRD 322: Rhetoric and Argument	Jenny Rice
WRD 395: Independent Study (2 sections)	Beth Connors Manke
	Joshua Abboud
WRD 401: Special Topics in Writing (2 sections)	Joshua Abboud
	Brandy Scalise
WRD 402: Autobiographical Composition	Steve Alvarez
WRD 430: Advanced Workshop (2 sections)	Rachel Elliot x 2 (3 credits)

Spring 2014 (courses assigned)

COURSE	INSTRUCTOR
WRD 130: Introductory Workshop	Rachel Elliot
WRD 203: Business Writing (32 sections)	PTIs and TAs
WRD 204: Technical Writing	Bill Endres
WRD 205: Writing and Rhetoric (3 sections)	Jim Ridolfo
	Katherine Rogers-Carpenter
	Jan Fernheimer
WRD 208: Multimedia Writing	Joshua Abboud
WRD 210: Social Media	Jeff Rice
WRD 301: Style for Writers (2 sections)	Bill Endres x 2
WRD 324: Writing Center Tutoring	Judy Gatton Prats
WRD 395: Independent Study (2 sections)	Beth Connors Manke
	Joshua Abboud
WRD 401: Special Topics in Writing (4 sections)	Erik Reece
	Jan Fernheimer
	Randall Roorda
	Tom Marksbury
WRD 405: Editing English Prose	Brandy Scalise
WRD 412: Intermediate Documentary Production	Tom Marksbury

Fall 2014

COURSE	INSTRUCTOR
WRD 203: Business Writing (17 sections)	PTIs and TAs
WRD 204: Technical Writing	Brian McNely
WRD 205: Writing and Rhetoric	Steve Alvarez
	Beth Connors Manke
WRD 208: Multimedia Writing	Joshua Abboud
WRD 300: Intro to Writing, Rhetoric & Digital Studies	Roxanne Mountford

WRD 301: Style for Writers (2 sections)	Brandy Scalise x 2
WRD 306: Professions in Writing	Brian McNely
WRD 308: Visual Rhetoric	Bill Endres
WRD 312: Introduction to Documentary	Tom Marksbury
WRD 320: Rhetorical Theory and History	Katherine Rogers-Carpenter
WRD 401: Special Topics in Writing (2 sections)	Jan Fernheimer
	Jim Ridolfo
WRD 408: Digital Composing	Jim Ridolfo
WRD 422: Public Advocacy	Jenny Rice
WRD 430: Advanced Workshop (2 credits) x 2	Rachel Elliot x 2
(3 credits)	Jeff Rice (Senior Projects)

Spring 2015

COURSE	INSTRUCTOR
WRD 203: Business Writing (32 sections)	PTIs and TAs
WRD 204: Technical Writing	Bill Endres
WRD 205: Writing and Rhetoric (3 sections)	Tom Marksbury
	Katherine Rogers-Carpenter
	Brandy Scalise
WRD 208: Multimedia Writing	Joshua Abboud
WRD 210: Social Media	Jeff Rice
WRD 301: Style for Writers	Beth Connors Manke
WRD 302: The Essay	Beth Connors Manke
WRD 308: Visual Rhetoric	Bill Endres
WRD 311: History of the Documentary	Tom Marksbury
WRD 322: Rhetoric and Argument	Roxanne Mountford
WRD 324: Writing Center Tutoring	Judy Gatton Prats
WRD 401: Special Topics in Writing (3 sections)	Jenny Rice
	Erik Reece
	Randall Roorda
WRD 402: Autobiographical Composition	Steve Alvarez
WRD 406: Topics in Professional Writing	Brian McNely
WRD 412: Intermediate Documentary Production	Tom Marksbury
WRD 420: Rhetorical Traditions	Jan Fernheimer
WRD 430: Advanced Workshop (2 credits) x 2	Rachel Elliot x 2

\*Lecturers and tenure-line faculty also teach WRD 110 and 111. Tenure-line faculty occasionally teach graduate-level courses in English.

April 2, 2012

Educational Policy Committee  
College of Arts and Sciences

Dear colleagues,

I am writing in strongest support of the proposals to establish a Department of Writing, Rhetoric, and Digital Media and a BA degree in this area. Writing and rhetoric have always been crucial to society, and their importance has shifted and only intensified in recent decades with the rise of digital media. When I arrived at the University of Kentucky in the fall of 2009, a Provost-A&S Dean committee had just recommended, in the spring of that year, that writing be instituted as a program separate from the Department of English. Given the importance of writing and rhetoric, the rise of digital formats, and the need to staff the new General Education requirement in Composition and Communication, I decided upon my arrival to work towards the institution of a department in this area, hiring new faculty and empowering them to design a department and BA program (along with the C&C course). The present proposals are the culmination of that progress.

As an historian, I take a long view on current developments. With the rise of the Internet, we are currently undergoing a shift in literacy practices that is as dramatic as the one that followed the development of the printing press in the fifteenth century. Gutenberg's invention allowed for the mass production of books, spreading reading to the public. The Internet now allows anyone with access to a computer to publish their own writing and to create their own visuals, vastly increasing the speed with which ideas are communicated in new public spaces. The College needs a unit that is keyed to and a leader in digital media education. The current Division of Writing, Rhetoric, and Digital Media has been at the forefront of changing how writing and communication are taught at the University. It joined with the Department of Communication to create an integrated Composition and Communication Program that combines multiple literacies in one two-sequence course. It has also introduced a spate of innovative new courses in writing writ large. Once implemented, the proposed BA will prepare students in the Commonwealth for careers in which the revolution in literacy practices is fully underway. It is the only BA of its kind in Kentucky.

The College is fully committed to providing the resources needed by the proposed department and BA. Since we have already built up its tenure-track and lecturer faculty,

and since the unit is already offering most of the courses the BA requires, no new resources are presently needed in order for the department and BA to function. Should additional resources be required in the future, the College will provide them.

If you have any questions about the College's support for these proposals, please do not hesitate to contact me. I would also be happy to attend an EPC meeting if need be.

Sincerely,

A handwritten signature in black ink, appearing to read 'M. L. Kornbluh', enclosed in a thin black rectangular border.

Mark Lawrence Kornbluh  
Dean



Department of English  
1215 Patterson Office Tower  
Lexington, KY 40506-0027

859 257-7008  
*fax* 859 323-1072

[www.as.uky.edu/English](http://www.as.uky.edu/English)

April 2, 2012

Mark Kornbluh, Dean  
College of Arts & Sciences  
202 Patterson Office Tower

Dean Dean Kornbluh:

I write to express the English Department's support for the creation of a B.A. degree in Writing, Rhetoric, and Digital Media (WRD) as a step complementary with WRD's imminent movement to Department status.

As detailed in its proposal, WRD now has the faculty to support a degree program. Further, the program envisioned by WRD will be the first of its kind in the Commonwealth of Kentucky.

English will cross-list WRD 301, 401, and 405 as ENG 301, 401, and 405, respectively. English will also transfer ENG 205 and 306 to WRD as WRD 205 and 306.

English looks forward to working with WRD as the Division's BA is created and the Division moves to Department status. Please contact me if there are any questions.

Yours Truly,

A handwritten signature in black ink that reads "Jeffery A. Clymer". The signature is written in a cursive style with a long horizontal stroke at the end.

Jeffery A. Clymer  
Associate Professor  
Chairperson



UNIVERSITY OF KENTUCKY

*D r e a m • C h a l l e n g e • S u c c e e d*

**COLLEGE OF COMMUNICATION AND INFORMATION**

February 18, 2013

MEMO TO: Senate Undergraduate Council

FROM:

Beth E. Barnes

Associate Dean for Undergraduate and International Studies

SUBJECT: Writing, Rhetoric and Digital Studies proposal

I'm writing to express our college's support for the revised proposal for undergraduate programs in Writing, Rhetoric and Digital Studies. As you know, we had a number of concerns regarding the initial proposal, prompted primarily by issues related to duplication of existing curricula and possible confusion for students.

College of Arts & Sciences Associate Dean for Undergraduate Programs Anna Bosch and WRD director Roxanne Mountford met with representatives from our college to discuss areas of concern, and Dr. Bosch and I also met several times to further those discussions. The revised proposal reflects WRD's willingness to respond to the concerns we expressed.

We greatly appreciate WRD's willingness to make changes in their proposal to address the issues we raised. The revised proposal is one that truly complements our existing programs. We're particularly pleased with the name change; we felt strongly that "Writing, Rhetoric and Digital Media" would be confusing for prospective students given the existence of our program in Media Arts and Studies, and the general public's association of the word "media" with the news media. The WRD faculty paid attention to our concerns and developed a revision that is responsive to the issues we had raised.

---

College of Communication and Information

308 Lucille Little Library • Lexington, Kentucky 40506-0224

(859) 218-0290 • fax (859) 323-9879

[www.uky.edu](http://www.uky.edu)

**Subject:** Re: Request from WRD

**Date:** Thursday, March 29, 2012 12:17:10 PM ET

**From:** Giancarlo, Matthew C

**To:** Mountford, Roxanne D, Norman, Gurney M

Hi Roxanne,

This is fine, we have no problem with you listing whichever courses seem most relevant for your needs. The only caveat is that many of our course numbers (the 48XG courses) are likely to change in the near future, when our revised major proposal goes through. (We will be attempting to re-organize our course offerings somewhat.)

Would you like a formal separate letter of support on letterhead, or will an email be sufficient?

Best,  
Matt

On 3/28/12 4:19 PM, "Mountford, Roxanne D" <[mountford@uky.edu](mailto:mountford@uky.edu)> wrote:

Dear Matt and Gurney,

I've been advised that listing specific courses recommended as electives for future majors in WRD is better than suggesting all courses under a prefix. So, as our allied department and major, would you be willing to let us list the following courses:

ENG 381, 382, 407, 480G, 481G, 482G, 483G, 484G, 485G, 486G, 487G, and 507?

Two are creative writing courses, which is why I'm including Gurney in the request. I understand that students taking 507 will have to have taken 207 or 407 or have permission of instructor.

I'm attaching the current version of the courses and outline of the BA. Below, I've included the Mission Statement.

If you both agree, it would be great if one or both of you could write us a very brief letter saying that you do approve. And, if possible, we'd welcome a few words of support for the new BA, which will be the first of its kind in Kentucky. I'd like to have the letter(s) by next week.

Thanks, Roxanne

#### Mission Statement

The proposed major in Writing, Rhetoric, and Digital Media focuses on the humanistic study of writing and rhetoric in its various genres, contexts (social, historical, political), and media (print and digital, textual and visual). Students in the program will study rhetoric and composition theory, practice writing in various forms (including professional and technical writing), and consider the emerging dynamics of digital composition. The major prepares students to enter publishing, business, industry, or non-profit organizations. Students focusing on new media may find employment with multimedia firms or web design

**Subject:** RE: Request from WRD

**Date:** Thursday, March 29, 2012 1:27:25 PM ET

**From:** Norman, Gurney M

**To:** Mountford, Roxanne D

Roxanne,

I think it will be good to list ENG 407 and ENG 507 as WRD electives. It could help boost enrollment in those Creative Writing courses. We are working to increase enrollment in the Creative Writing courses as part of the Department's total effort to increase enrollment in English courses. Our new ENG 107 Introduction to Creative Writing CORE course should help with this as well.

It was nice to see you the other day.

Gurney

---

**From:** Mountford, Roxanne D

**Sent:** Wednesday, March 28, 2012 4:19 PM

**To:** Giancarlo, Matthew C; Norman, Gurney M

**Subject:** Request from WRD

Dear Matt and Gurney,

I've been advised that listing specific courses recommended as electives for future majors in WRD is better than suggesting all courses under a prefix. So, as our allied department and major, would you be willing to let us list the following courses:

ENG 381, 382, 407, 480G, 481G, 482G, 483G, 484G, 485G, 486G, 487G, and 507?

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If you both agree, it would be great if one or both of you could write us a very brief letter saying that you do approve. And, if possible, we'd welcome a few words of support for the new BA, which will be the first of its kind in Kentucky. I'd like to have the letter(s) by next week.

Thanks, Roxanne

Mission Statement

The proposed major in Writing, Rhetoric, and Digital Media focuses on the humanistic study of writing and rhetoric in its various genres, contexts (social, historical, political), and media (print and digital, textual and visual). Students in the program will study rhetoric and composition theory, practice writing in various forms (including professional and technical writing), and consider the emerging dynamics of digital composition. The major prepares students to enter publishing, business, industry, or non-profit organizations. Students focusing on new media may find employment with multimedia firms or web design organizations. For those interested in graduate work, the major prepares students to enter English education, rhetoric and composition, professional writing, and law. The major in Writing, Rhetoric, and Digital Media is grounded in the foundational idea that writing and rhetoric are important not only for professional success, but also for the development of an informed, engaged citizenry. We believe that the use and examination of writing, rhetoric, and digital media must move beyond the classroom. As a result, the program fosters civic engagement, community building, and critical inquiry in public spaces. In this way, our program participates in the University of Kentucky's Land Grant mission of applied research and outreach.

--

Roxanne Mountford, PhD  
Director  
Division of Writing, Rhetoric, & Digital Media  
College of Arts and Science  
University of Kentucky  
1355 Patterson Office Tower  
Lexington, KY 40506-0027  
859-257-6985  
mountford@uky.edu



**Subject:** RE: Thanks!

**Date:** Thursday, March 29, 2012 11:04:59 AM ET

**From:** Withers, Benjamin C

**To:** Mountford, Roxanne D

Roxanne—

You have my blessing as Chair of the Department of Art to list A-H 101: Introduction to Visual Studies, A-H 360 Visual Culture of Politics, A-S 200 Digital Art, Space, and Time, A-S 245 Web Design: Web Design for Non-Majors, and A-S 280 Introduction to Photographic Literacy as electives for students in the proposed new BA degree in WRD.

Dr. Benjamin C. Withers

Professor and Chair

Department of Art

University of Kentucky

Lexington, KY 40506

(859) 257-4013

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**From:** Mountford, Roxanne D

**Sent:** Wednesday, March 28, 2012 4:01 PM

**To:** Withers, Benjamin C

**Subject:** Thanks!

Ben,

Thank you for giving WRD permission to list A-H 101: Visual Literacy, A-H 360: Visual Literacy and Politics, A-S 200: Digital Art, Space, Time, and A-S 245: Web Design for Non-Majors as specific electives we'd like our future majors to consider as electives. If you don't mind writing me a paragraph to this effect, I'd be grateful. Also, I'm attaching the outline of the BA and catalog descriptions of our courses. The mission statement is below. If you would be willing to include a few words of support in your letter, that would be great, too. I'm trying to get all this to the EPC (in A&S) within the next week, so if you can get this to me soon, I'd be grateful. There is no BA like ours in the Commonwealth.

Cheers, Roxanne

Mission Statement for the BA in WRD:

The proposed major in Writing, Rhetoric, and Digital Media focuses on the humanistic study of writing and rhetoric in its various genres, contexts (social, historical, political), and media (print and digital, textual and visual). Students in the program will study rhetoric and composition theory, practice writing in various forms (including professional and technical writing), and consider the emerging dynamics of digital composition. The major prepares students to enter publishing, business, industry, or non-profit organizations. Students focusing on new media may find employment with multimedia firms or web

**Subject:** RE: Courses WRD students can take?  
**Date:** Thursday, March 29, 2012 6:25:27 AM ET  
**From:** Sellnow, Deanna D  
**To:** Mountford, Roxanne D

Roxanne,

Sure. Here are the COM courses WRD students could take:

COM 101  
COM 249  
COM 281  
COM 287  
COM 311  
COM 312  
COM 313  
COM 314  
COM 315

Good work on getting a proposal together while doing all the other things....

Deanna

Dr. Deanna Sellnow  
Gifford Blyton Endowed Professor of Communication  
Director, Undergraduate Studies in Communication  
Director, Division of Instructional Communication  
University of Kentucky  
Lexington, KY 40506

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From: Mountford, Roxanne D  
Sent: Wednesday, March 28, 2012 3:10 PM  
To: Sellnow, Deanna D  
Subject: Courses WRD students can take?

Deanna,

I am trying to finish up the BA in WRD proposal, and one thing I'd really like to do is to suggest a few courses in COMM, ISC, Journalism, and Media Arts that students can take as electives. Could I trouble you to tell me which courses I have permission to list? The good news is that any courses we list specifically will give you more SCHs.

Thanks for your help!

Roxanne

--

Roxanne Mountford, PhD  
Director  
Division of Writing, Rhetoric, & Digital Media  
College of Arts and Science  
University of Kentucky  
1355 Patterson Office Tower

**Subject:** Re: Thanks--and one more thing  
**Date:** Tuesday, April 3, 2012 12:15:15 PM ET  
**From:** Hippisley, Andrew R  
**To:** Mountford, Roxanne D

Dear Roxanne,

The proposed BA in Writing, Rhetoric and Digital Media will attract students who will be interested in the structure of language, and would therefore benefit from some of the courses used for the Linguistics major. Specifically, the intro course 211 and 212 and the Language and Culture subtitle series. Students of your major will be welcome to join these courses.

Regards

Andrew Hippisley, Director of Linguistics

Sent from my iPhone

On Apr 1, 2012, at 3:25 PM, "Mountford, Roxanne D" <[mountford@uky.edu](mailto:mountford@uky.edu)> wrote:

Andrew,

I learned I only need an email from you giving us permission for our students to take LIN 211, 212, and 317. Could you write me back a sentence or two to that effect?

Thanks, Roxanne

PS: If you have already done so, please resend. I can't find a reply from you to this email (but thought I remembered that you had done so)!

--

Roxanne Mountford, PhD  
Director, Division of Writing, Rhetoric, and Digital Media  
College of Arts and Sciences  
University of Kentucky  
1355 Patterson Office Tower  
Lexington, KY 40506-0027  
[mountford@uky.edu](mailto:mountford@uky.edu)  
859-257-6985

---

**From:** "Mountford, Roxanne D" <[mountford@uky.edu](mailto:mountford@uky.edu)>  
**Date:** Wed, 28 Mar 2012 16:12:22 -0400  
**To:** "Hippisley, Andrew R" <[andrew.hippisley@uky.edu](mailto:andrew.hippisley@uky.edu)>  
**Subject:** Thanks--and one more thing

Andrew,

Could I have a brief letter from you giving me permission to list LIN 211, 212, and 317 as courses recommended as electives? Also, if you would be willing, a few words of support for the BA proposal? I should think if I could have it within the next week, that would be ideal.

**Subject:** Re: WRD BA request & your joint hire request  
**Date:** Wednesday, March 28, 2012 6:10:41 PM ET  
**From:** Cooper, Patricia A  
**To:** Mountford, Roxanne D

Yes to using our courses for WRD students. Please note that 301 and 302 are also UK Core courses, which should work out fine. Yes to writing a letter for the BA. I'd be glad to. Can get it done before next Wednesday. Will get back to you if I have questions. Address to you?

Patricia Cooper

Sent from my iPhone.

On Mar 28, 2012, at 4:09 PM, "Mountford, Roxanne D" <[mountford@uky.edu](mailto:mountford@uky.edu)> wrote:

Hi, Patty!

I had to cancel yesterday's WRD meeting because we are knee deep in end of year events. I'm going to take your proposal to my Steering committee next week, Tuesday, 11-12:30. We're dealing with our own hiring plan that day, so the timing is good.

I would like to ask your permission to list some GWS courses as recommended electives for our majors in WRD. I'm trying to finish up the BA proposal, and this is one of the last pieces. I'm particularly interested in the following: GWS 250, 301, and 340. If I have your permission to list these courses formally in the BA, would you let me know? And if the answer is yes, could I ask you for a brief letter to that effect by next Wed. (earlier would be even better). If you agree, I'd be most grateful if we could have a few words of support from you for our major in that same letter. I'm attaching the outline of the major and the course descriptions, and the mission statement is below.

Cheers, Roxanne

---

Mission Statement: The proposed major in Writing, Rhetoric, and Digital Media focuses on the humanistic study of writing and rhetoric in its various genres, contexts (social, historical, political), and media (print and digital, textual and visual). Students in the program will study rhetoric and composition theory, practice writing in various forms (including professional and technical writing), and consider the emerging dynamics of digital composition. The major prepares students to enter publishing, business, industry, or non-profit organizations.

Students focusing on new media may find employment with multimedia firms or web design organizations. For those interested in graduate work, the major prepares students to enter English education, rhetoric and composition, professional writing, and law. The major in Writing, Rhetoric, and Digital Media is grounded in the foundational idea that writing and rhetoric are important not only for professional success, but also for the development of an informed, engaged citizenry. We believe that the use and examination of writing, rhetoric, and digital media must move beyond the classroom. As a result, the program fosters civic engagement, community building, and critical inquiry in public spaces. In this way, our program participates in the University of Kentucky's Land Grant mission of applied research and outreach.

--

**From:** Maschio, Geraldine  
**Sent:** Friday, November 30, 2012 2:45 PM  
**To:** Mountford, Roxanne D; Bosch, Anna  
**Subject:** FW: BA/BS in WRD

Dear Roxie and Anna,

Below is a letter of support for the BA in WRD from the Director of the School of Art, Rob Jensen. As you can see, he is in full support of the degree but raises important questions regarding computer needs.

The College is in full support of this degree as well. We would appreciate hearing back about the concerns that Rob has identified as they may impact our facilities.

We all look forward to working with you as this degree moves forward.

Many thanks.

Geri

**From:** Jensen, Robert  
**Sent:** Friday, November 30, 2012 2:20 PM  
**To:** Maschio, Geraldine  
**Cc:** Adams, Ruth; Tick, Michael  
**Subject:** Re: BA/BS in WRD

Geri,

You can cut and paste my response so that the WRD proposal can go forward.

November 30, 2012

Undergraduate Council

Dear colleagues:

I have carefully reviewed the full proposal to create a B.A. degree in "Writing, Rhetoric, and Digital Media." In principal I see few overlaps with courses currently being taught in the School of Art & Visual Studies. It is a serious and useful major and **I strongly endorse its adoption.** I also see this new program as an opportunity to draw faculty and students closer between the two colleges of Fine Arts and Arts & Sciences (and would anticipate that such collaborations would eventually extend to multiple additional colleges).

I do, however, have several observations to make. The proposal does not make clear what facility support will be available for majors (and classes) in the new degree program. Will the program rely on current non-dedicated computer labs? The School of Art and Visual Studies labs, currently housed in Whitehall, will be moved in three semesters, with their equipment, to the renovated Bolivar building that is to replace the Reynolds building. Since most courses described in this program statement do not imply an intensive use of computer equipment dedicated labs would not be an issue for them. But the documentary filmmaking courses (WRD 312 and WRD 412), and Visual Rhetoric (WRD 308), and Digital Composing (WRD 408) all suggest extensive computing. In the description concerning costs I found the following: "Although WRD 110 and 111 courses have course fees attached to them, these additional revenues are

earmarked for the UK Core courses, and thus will be used to cover equipment costs and technological-consumables attendant to those lower-division courses." All other costs are described in terms of faculty lines. No indications are given in regard to the technological needs for the courses I have just indicated. These are no small investments and strategies would have to be devised to anticipate what the computing classroom of the next several decades should look like. Perhaps majors would be required to own their own laptops; but even this solution has limitations, since, by virtue of falling outside UK licensing agreements, it would require students to buy their own, often expensive software. The Council should be satisfied that these facilities costs can and will be addressed before final approval of the degree. (If we are able to schedule WRD digital lab classes around our own digital design courses in Bolivar, we would, of course, be happy to do so.)

Second, the School of Art & Visual Studies is in the process of putting forward a minor in digital media design and a minor in photography. I think here is an opportunity for close collaboration between the two colleges, since many of the skill sets acquired in these minors exactly support the overall ambitions of the "Writing, Rhetoric, and Digital Media" proposed major. The points of intersection are most strongly WRD 308 and WRD 408 with A-S 200, A-S 280, A-S 345 (web design), A-S 346 (digital video), and A-S 348 ("Circuits and Bits"). Then there is the photo minor which I imagine would be of interest to many majors in WRD. While I would not make it a precondition for the approval of B.A. major in WRD, it would be a good thing that WRD majors strongly interested in the visual side of their major be encouraged to minor in digital media design. And of course, we'd like to have studio, art education, and art history & visual study majors be given the opportunity to minor in WRD. A simple way to draw the two programs closer would be to allow prerequisites, where relevant, to be satisfied either in WRD courses or in A-S courses. I'm fairly certain, for example, that the training students in A-S 200 receive would be at least equivalent to the technical aspects of the training to be offered in WRD 308 and therefore adequate preparation for WRD 408. None of this needs to be formally expressed now in the WRD program proposal, but I do believe it would be for the good of all our students that the possibility to pursue cross-curricular training would be at least implicitly a part of the WRD B.A. major proposal.

Thank you for your attention,

Robert Jensen  
Director  
School of Art and Visual Studies  
University of Kentucky  
Lexington, KY 40506-0022  
859-257-2336

Visit the School on Facebook: <http://www.facebook.com/ukartandvisualstudies>