

# PROFESSIONAL WRITING & PUBLISHING (PWP)

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## Courses

### **PWP 230 FOUNDATIONS OF PROFESSIONAL WRITING AND EDITING 3 Units**

Students will be introduced to current practices in and theories behind what makes a good professional writer/editor, attending to context, purpose, and the needs of various audiences.

PREREQ: ENGLISH 100 OR ENGLISH 101 OR ENGLISH 105

### **PWP 258 DOCUMENTARY FILMS 3 Units**

This course introduces some of the most recognizable storytelling modes and stylistic conventions documentary filmmakers have developed for shaping particular perspectives on the information they represent.

Students will analyze how these modes and conventions suggest truthiness, enhance emotional impact, and shape social commentary.

### **PWP 272 CRITICAL WRITING IN MULTIMEDIA CONTEXTS 3 Units**

This course will teach students to conceptualize, structure, and produce analytical writing in multiple forms within digital contexts. Since such contexts are often multi-modal-layered with visual images and sound-instruction will include the analysis and appropriation of the visual and auditory in critical writing.

PREREQ: ENGLISH 100 OR ENGLISH 101 OR ENGLISH 105

### **PWP 310 THE GRAMMAR OF STANDARD WRITTEN ENGLISH 3 Units**

This is a course in the grammar of relatively formal and planned written English. We will review a vocabulary for talking about the structural choices that are available to writers of English, and use this vocabulary to practice analyzing and constructing sentences and parts of sentences. The course is meant primarily for people whose professional plans include writing or editing.

### **PWP 320 STYLE: PRINCIPLES AND PRACTICES 3 Units**

Introduction to analysis and revision of texts for their style by a) assessing the rhetorical situations of these texts and b) becoming conversant and widely accepted principles and categories of style. Focus is on stylistic concerns such as clarity, coherence, cohesion, emphasis, concision, shape, and elegance.

### **PWP 330 COPYEDITING 3 Units**

Apply and further develop skills needed to work with authors and prepare a manuscript for publication. Focus is on the procedures of editing a manuscript, particularly editing for correctness and style, following the conventions of The Chicago Manual of Style.

PREREQ: (PWP 230 AND PWP 310) OR INSTRUCTOR CONSENT

### **PWP 332 WRITING FOR THE WEB 3 Units**

Writing for the Web is designed to survey the many forms of online writing, focusing on community contributions, blogs, Web pages, Wikis and writing for the Web in students' particular academic disciplines. Students will examine each of these forms' conventions, create and contribute to such texts, and reflect upon the cultural significance of those forms.

PREREQ: ENGLISH 102 OR ENGLISH 105

### **PWP 356 TEXT AND IMAGE 3 Units**

This course is a theoretical and practical study of story-based visual media and how audiences understand what they see. It introduces principles of narrative and traces how these have changed (or not changed) through the evolution of both the media we consume and the nature of our media consumption. Primary materials include comics, tv, film, and video games.

PREREQ: MINIMUM SOPHOMORE STANDING OR INSTRUCTOR CONSENT

### **PWP 360 DOCUMENTARY PROJECT DEVELOPMENT *Repeatable* 3 Units**

Students will plan, research, schedule, and manage a complex rhetorical project in the form of a documentary film. This project-based course highlights living documentation and project management principles, honing skills in research, analysis, integrative project design, argumentation, and team building.

PREREQ: MINIMUM SOPHOMORE STANDING OR INSTRUCTOR CONSENT

### **PWP 366 TOPICS IN PROFESSIONAL WRITING *Repeatable* 3 Units**

Variable topics course that will focus on particular subsets of professional writing, editing, or rhetorical analysis relevant to these fields. Topics might include discourse analysis, argumentation, technical editing, content strategy, translation studies, or writing and editing for specific fields (e.g. science, medicine, environmental studies, etc.).

PREREQ: ENGLISH 102 OR ENGLISH 105

### **PWP 371 WRITING IN THE SCIENCES 3 Units**

Instruction on the nature of writing in the sciences, including features of scientific genres and strategies for producing effective texts.

PREREQ: ENGLISH 102 OR ENGLISH 105

### **PWP 372 TECHNICAL AND PROFESSIONAL WRITING 3 Units**

Students will learn a rhetorical approach to producing common technical and professional writing genres, such as memos, reports, technical descriptions, and instructions. This course addresses practical skills of professional and technical style, as well as ethics, data visualization, and user experience in international contexts.

PREREQ: ENGLISH 102 OR ENGLISH 105

### **PWP 430 PUBLICATION DEVELOPMENT 3 Units**

The course will survey the function of the editor in planning and developing a major publication. The course examines different editorial roles, gives an overview of publishing processes, and focuses on acquiring texts, developing the author-editor relationship, organizing and restructuring texts, checking facts, and developing production specifications.

PREREQ: (PWP 230 AND PWP 310) OR INSTRUCTOR CONSENT

### **PWP 435 GRANT/PROPOSAL WRITING 3 Units**

This is an advanced writing course on the genre of the proposal, pairing students with clients to produce a grant. The course benefits students who will write proposals for their own work as well as students who wish to add the proposal genre to their portfolio of professional writing skills.

PREREQ: ENGLISH 102 OR ENGLISH 105

### **PWP 440 PORTFOLIO DEVELOPMENT 3 Units**

This course focuses on exploring career paths related to professional writing and publishing, learning industry-standard design software, and building an integrative professional portfolio.

PREREQ: MINIMUM JUNIOR STANDING OR INSTRUCTOR CONSENT

**PWP 493 INTERNSHIP IN PROFESSIONAL WRITING/  
EDITING *Repeatable* 1-6 Units**

Offered on a satisfactory/no credit basis only. Professional experience, as available, for suitably prepared students wishing to make careers in professional writing and/or editing. Repeatable for a maximum of six credits in degree.

PREREQ: ENGLISH 102 OR ENGLISH 105

**PWP 498 INDEPENDENT STUDY *Repeatable* 1-3 Units**

Study of a selected topic or topics under the direction of a faculty member. Repeatable.