

BACHELOR OF ARTS IN PUBLIC AND PROFESSIONAL WRITING

Overview

The Public and Professional Writing (PPW) program is designed to help students learn to write, edit, and design electronic and paper documents for businesses, organizations, and institutions. Successful PPW majors demonstrate many kinds of knowledge and skills valued in the field. As a PPW major, students analyze existing works—from web sites, manuals, and policies to grant proposals, creative nonfiction essays, podcasts, and video essays—as well as produce their own original materials in these and other genres for their professional portfolio.

Specifically, successful PPW majors will:

- produce clear, effective, well-edited writing that serves the needs and interests of various audiences and publics;
- learn to adapt to working environments that are changing rapidly—especially in terms of information technology;
- develop a robust understanding of visual rhetoric and the ability to use visual techniques to enhance the effectiveness of documents;
- analyze and write meaningfully about data drawn from various fields and sources;
- explore writing in both traditional and emergent genres;
- develop a specialty in a specific field or type of working environment in which they plan to put PPW knowledge and skills to use.

Majors in PPW enjoy successful careers as professional and creative writers, editors, document developers, and educators. Our graduates work as professional and technical writers at Ohio companies like Radcom and Rockwell Automation; as grant writers at regional nonprofits like Beatitude House and Ohio Association of Foodbanks; as marketing and public relations specialists around the nation; as teachers at high schools and universities; and as trainers and consultants in the field. Many graduates have continued their studies in graduate programs in Rhetoric and Composition and Creative Writing as well.

The Bachelor of Arts degree in Public and Professional Writing requires 60 semester hours, distributed as follows:

COURSE	TITLE	S.H.
UNIVERSITY REQUIREMENT - STUDENT SUCCESS		
YSU 1500	Success Seminar	1-2
or SS 1500	Strong Start Success Seminar	
or HONR 1500	Intro to Honors	
General Education Requirements		
ENGL 1550	Writing 1	3-4
or ENGL 1549	Writing 1 with Support	
ENGL 1551	Writing 2	3
CMST 1545	Communication Foundations	3
Any GER Math (MATH 2623 or 2623C preferred)		3-5
Arts & Humanities (6 s.h.)		6
Natural Sciences (2 courses, 1 with lab) (6-7 s.h.)		7
Social Science (6 s.h.)		6
Social and Personal Awareness (6 s.h.)		6
Foreign Language Requirement		

FNLG 1550	Elementary Foreign Language (or FNLG 1505)	4
FNLG 2600	Intermediate Foreign Language (or FNLG 1506)	4
I. REQUIRED CORE COURSES (27 s.h.)		
ENGL 3744	Writing with Data	3
ENGL 3745	Writing for Online Media	3
ENGL 3743	Introduction to Public, Professional and Technical Writing	3
ENGL 3751	Rhetoric and Argument	3
ENGL 3752	Ethnographic Writing	3
ENGL 4845	Grant Writing	3
ENGL 4846	Visual Rhetoric	3
ENGL 4849	Copyediting	3
ENGL 4899	Public and Professional Writing Senior Project	3
II. WRITING AND LANGUAGE STUDY (15 s.h.)		
15 s.h. of 3000- or 4000-level courses from those listed below, 3 hours of which must be PPW		15
PPW		
ENGL 3740	Nonfiction Narrative Writing	
ENGL 4844	Writing in the Health Science Professions	
ENGL 4847	Writing and the Public Sphere	
ENGL 4898	Public and Professional Writing Internship	
Journalism		
JOUR 3716	Magazine Publishing	
JOUR 3717	Editorial and Opinion Writing	
JOUR 3721L	News Content Creation 1	
JOUR 3725	News Reporting	
JOUR 3726	American Media: History, Principles and Practices	
JOUR 3760	News Reporting 2	
JOUR 4824	Communication Law	
Creative Writing		
ENGL 3746	Fiction Writing Workshop	
ENGL 3747	Poetry Writing Workshop	
ENGL 3748	Screenwriting	
Linguistics		
ENGL 3755	Principles of Linguistic Study	
ENGL 4850	Sociolinguistics	
ENGL 4855	Advanced Linguistics	
ENGL 4858	English Grammar	
ENGL 4859	Selected Topics in Discourse	
Communication Studies		
CMST 3717	Intro to Media Relations Campaigns	
CMST 3750	Gender Communication	
CMST 3756	Interviewing	
CMST 4898	Media Analysis	
III. MINOR		
Take any available minor (12 s.h. minimum)		12-19
IV. Electives to reach 120 hours		20
Total Semester Hours		120-131
Year 1		
Fall		S.H.
YSU 1500	Success Seminar	1-2
or SS 1500	or Strong Start Success Seminar	
or HONR 1500	or Intro to Honors	
ENGL 1550	Writing 1	3-4
or ENGL 1549	or Writing 1 with Support	
FNLG 1550	Elementary Foreign Language	4
Arts & Humanities		3

Any GER Math (MATH 2623 or MATH 2623C preferred)	3-5
Elective 15xx / 26xx	3

Semester Hours 17-21

Spring

ENGL 1551	Writing 2	3
CMST 1545	Communication Foundations	3
FNLG 2600	Intermediate Foreign Language	4
Social Sciences		3
Social & Personal Awareness		3

Semester Hours 16

Year 2

Fall

ENGL 3743	Introduction to Public, Professional and Technical Writing (Now: "Intro. to Public, Prof., and Tech Writing")	3
ENGL 3744	Writing with Data (Now: "Writing from Data")	3
Minor course (1 of 6)		3
Writing and Language Study (1 of 5)		3
Natural Science		3

Semester Hours 15

Spring

ENGL 3745	Writing for Online Media (Now: "Writing for Online Media")	3
ENGL 3751	Rhetoric and Argument (Now: "Rhetoric and Argument")	3
Minor course (2 of 6)		3
Natural Science (Lab)		4
Elective 15xx/26xx		3

Semester Hours 16

Year 3

Fall

ENGL 4846	Visual Rhetoric	3
Writing and Language Study (2 of 5)		3
Minor course (3 of 6)		3
Arts & Humanities		3
Social & Personal Awareness		

Semester Hours 12

Spring

ENGL 3752	Ethnographic Writing	3
ENGL 4849	Copyediting (Now: "Copyediting")	3
Writing and Language Study (3 of 5)		3
Minor course (4 of 6)		3
Elective 15xx/26xx		3

Semester Hours 15

Year 4

Fall

ENGL 4845	Grant Writing	3
Writing and Language Study (4 of 5)		3
Minor Course (5 of 6)		3
Elective (15xx/26xx)		3
Elective (37xx/48xx)		3

Semester Hours 15

Spring

ENGL 4899	Public and Professional Writing Senior Project (Now: "Public and Professional Writing Senior Project")	3
Writing and Language Study (5 of 5)		3

Minor course (6 of 6)	3
Elective 15xx/26xx	3
Elective 37xx/48xx	3

Semester Hours 15

Total Semester Hours 121-125

Upper-division hours = 48

Learning Outcomes

The English Department has established the following learning outcomes for students completing the professional and technical writing major:

- PPW majors will **WRITE** documents to meet the demands, purpose, and interests of a specific client and audience.
- PPW majors will **DESIGN** documents to meet the demands, purpose, and interests of a specific client and audience.
- PPW majors will **REFLECT** on and **REVISE** their documents' writing and design using concrete criteria set by a specific client and audience.
- PPW majors will **DELIVER ORAL PRESENTATIONS** of their documents' writing and design using professionally designed visual aid.