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**MEMORANDUM**

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**ATTENTION** Senate **DATE** February 9, 2010  
**FROM** Jon Driver, Vice-President, Academic and Provost, and Chair, SCUP **PAGES** 1/1  
**RE:** Faculty of Arts and Social Sciences: Full Program Proposal for a Certificate in Writing and Rhetoric (SCUP 10-13)

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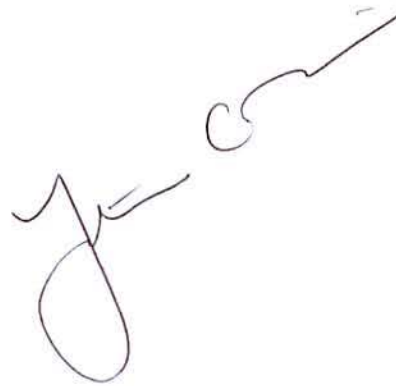
At its January 27, 2010 meeting SCUP reviewed and approved the Full Program Proposal for a Certificate in Writing and Rhetoric in the Department of English within the Faculty of Arts and Social Sciences.

**Motion**

That Senate approve and recommend to the Board of Governors the Full Program Proposal for a Certificate in Writing and Rhetoric in the Department of English within the Faculty of Arts and Social Sciences.

encl.

c: S. Collis





## OFFICE OF THE ASSOCIATE VICE-PRESIDENT, ACADEMIC AND ASSOCIATE PROVOST

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## MEMORANDUM

ATTENTION	Senate Committee on University Priorities	DATE	January 11, 2010
FROM	Bill Krane, Chair	PAGES	1/1
RE:	Senate Committee on Undergraduate Studies Faculty of Arts and Social Sciences (SCUS 10-02bii)		

Action undertaken by the Senate Committee on Undergraduate Studies at its meeting of January 7, 2010, gives rise to the following recommendation:

Motion:

That SCUP approve and recommend to Senate the full program proposal for a Certificate in Writing and Rhetoric.

**The relevant documentation for review by SCUP is attached.**

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FACULTY OF  
ARTS AND SOCIAL SCIENCES

MEMO

TO: Jo Hinchliffe, Secretary  
Senate Committee on Undergraduate Studies

FROM: Paul Budra, Chair  
Faculty of Arts and Social Sciences Curriculum Committee

RE: Certificate in Writing and Rhetoric (Full Program Proposal)

DATE: December 8, 2009

On November 19, 2009, the Faculty of Arts and Social Sciences Curriculum Committee approved the attached full program proposal for a Certificate in Writing and Rhetoric, submitted by the Department of English. The Notice of Intent was forwarded to SCUP on July 29, 2009.

Would you please place this item on the agenda of the next meeting of SCUS.

:pl  
Att.

A large, bold, black handwritten signature, possibly reading "Paul Budra", written in a cursive style.

## FULL PROGRAM PROPOSAL

### CERTIFICATE IN WRITING AND RHETORIC

#### EXECUTIVE SUMMARY

Between the Departments of English, Linguistics, and Communication, SFU has a wide range of specialized courses in the study of rhetorical analysis and written communication. The Certificate in Writing and Rhetoric is designed to link these courses together into a coherent program which will be attractive to a wide range of students seeking either to improve their written communication skills or pursue the study of written communication and rhetorical analysis at a high level.

The proposed certificate, offered by the Department of English in consultation with the Departments of Communication, and Linguistics, consists of a minimum of 24 units: ENGL 214 (History and Principles of Rhetoric), and six other courses from a list of 13 optional courses in two categories from the Departments of English, Communication, and Linguistics.

The university has targeted “writing skills” and “written communication” as areas of focus and improvement across the university. The Certificate in Writing and Rhetoric is designed precisely to contribute to these goals. It will do so by providing students with a coherent and yet diverse program in the study of academic writing and rhetorical argumentation, and by drawing existing area strengths in several departments together into a clearly defined certificate program. The skills students will acquire through the Writing and Rhetoric Certificate will be highly marketable and sought after, as they apply to a wide range of fields. Specific training in rhetorical argumentation and analysis, writing as a mode of critical thinking, written communication and rhetorical argument as applied to the law, political communication, sales, advertising, and marketing, dialogue and negotiation, are covered in the Certificate courses.

No existing programs at other BC universities exactly duplicate the proposed certificate. The University of British Columbia has no writing and rhetoric program; The University of Victoria has a “Professional Writing Program,” but this is strictly a technical skills program, and lacks the theoretical components of the SFU certificate. Unique both for its interdisciplinary breadth and focused attention to rhetorical performance and analysis across a range of fields, the Certificate in Writing and Rhetoric will both contribute to the university’s goals in the area of writing in general and attract new students to a program with recognizable skills and outcomes.

## CURRICULUM

### 1. Student Outcomes

The Certificate in Writing and Rhetoric includes a range of courses investigating the theories and methods of rhetorical analysis and production across a number of disciplines. It is intended to attract all Simon Fraser University students interested in writing as a skill central to their efforts as students and central to their future job prospects.

The certificate provides students with extensive training in the theories and methods of rhetorical analysis and written production through a course sequence that reflects the interdisciplinary vitality of the field, drawing together studies of rhetoric in English, philosophy, linguistics, and communications. The English Department's writing courses have long been recognized as innovative, and with the university's W requirements, student interest in these courses has grown considerably in recent years, attracting students from across almost all faculties and disciplines.

### 2. Curriculum Requirements

The certificate consists of a minimum of 24 units: ENGL 214 (History and Principles of Rhetoric), and six other courses from a list of 13 optional courses in two categories from the Departments of English, Communication, and Linguistics. These courses cover a diverse range of topics and specific approaches, while nevertheless offering a consistent focus on the rhetorical analysis of written communication and the theory and practice of effective writing.

### 3. Course Structure

The courses required for the certificate are diverse in format, ranging from 17 student writing seminars to 30 student lectures. Many of the courses are "writing intensive," and thus have lower student-to-faculty ratios.

### 4. Research Implications

Writing and rhetoric is the research focus of several English Department faculty members involved in teaching courses in the certificate. In general, the particular research interests of the existing tenure-track faculty teaching in the program will inform the particular course curricula. Writing and rhetoric continues to be one of the few "growth areas" in the humanities, and the certificate will no doubt contribute to research by introducing new students to concentrated study in the area.

## **LEARNING METHODOLOGIES**

Diverse learning methodologies will be in place in the different courses and departments involved in the Certificate Program. The writing and writing intensive courses in the program emphasize experiential learning (where writing is mastered through extensive and diverse practice). As noted above, writing is still one of the most highly employable skills—particularly in the information economy—and specific training in negotiation, political and legal communication is provided by the certificate.

## **FACULTY**

The Certificate in Writing and Rhetoric relies upon existing tenure-track faculty currently teaching the designated courses from the various disciplines identified. No additional faculty members are required.

## **PROGRAM CONSULTATIONS AND EVALUATIONS**

The Notice of Intent was sent to all FASS Undergraduate Chairs, and the particulars of the program were discussed with the Undergraduate Chairs of the participating departments. Without exception, the proposal met with their approval. The Departments of Communication and Linguistics made several content suggestions which were readily accepted.

The Undergraduate Chair of the Department of English will consult regularly with the Undergraduate Chairs of the participating departments, and will meet with them annually to review the program. The Undergraduate Chair of English (as nominal director of the program) will maintain membership on the Provincial English Articulation Committee, where issues specifically relating to the teaching of writing are often raised.

## **ADMISSION**

The admission requirements are the standard SFU requirements. Students would apply to the Department of English Student Advisor for admission.

## APPENDIX A: Calendar Description

### CERTIFICATE IN WRITING AND RHETORIC

In pursuing this certificate, students investigate the theories and methods of rhetorical analysis and production through a course sequence that reflects the interdisciplinary vitality of the field, drawing together studies of rhetoric in English, philosophy, linguistics, and communications.

#### Admission Requirements

Normal requirements for admission to Simon Fraser University apply. Prior to formal approval into the certificate program, students must complete two of the following courses:

- ENGL 199W-3 Introduction to University Writing
- LING 200-3 Introduction to the Description of English Grammar
- CMNS 200-3 Effective Communication
- PHIL 110-3 Introduction to Logic and Reasoning

#### Course Requirements

Successful completion of seven courses for a minimum of 24 units,

including:

- ENGL 214-3 History and Principles of Rhetoric

plus four of:

- ENGL 210W-3 Writing and Critical Thinking
- ENGL 371-4 Writing: Theory and Practice
- ENGL 375-4 Studies in Rhetoric
- LING 160-3 Language, Culture, and Society
- LING 295-3 Language and the Law
- CMNS 304W-4 Communication in Everyday Life
- CMNS 331-4 News Discourse and Political Communication
- CMNS 332-4 Communication and Rhetoric

plus two of:

- ENGL 470W-4 Studies in the English Language
- ENGL 475W-4 Topics in Rhetoric
- CMNS 432-4 Public Opinion, Propaganda and Political Communication

- CMNS 447-4                      Negotiation and Dialogue as Communication
- CMNS 452                        Race and the Media

Of the seven required courses, no more than four may be in any one department, while a minimum of three must be in English. Substitutions may be approved on a case-by-case basis by the Student Advisor. A cumulative grade point average of 2.0 is required in the courses used for the certificate.



## APPENDIX C: Faculty Teaching in the Program

### English:

Rick Coe

Peter Cramer

Marlene Sawatski

Michelle Valiquette

Sean Zwaggerman

### Communication:

Bob Anderson

Peter Chow-White

Bob Hackett

### Linguistics:

Clifford Burgess

Juan Sosa

Maite Taboada