PROFESSIONAL WRITING (PRWR)

PRWR 611 RHETORIC: THE PURSUIT OF ELOQUENCE (3)
Concepts of rhetoric, from classical to contemporary, which have shaped persuasive and expository writing. Prerequisites: Two 600-level writing courses or consent of instructor. Not open to students who have successfully completed WRIT 611.

PRWR 612 RHETORICAL GRAMMAR (3)
Study and analysis of grammar as an extension of rhetorical effectiveness. Practice in adapting grammatical structure to subject and purpose, to audience, and to writer/audience relationship. Prerequisite: Admission to master's in Professional Writing (MPW) program or consent of instructor. Not open to students who have successfully completed WRIT 612.

PRWR 613 THEORY EXPOSITION (3)
Exposition as an empirically based model for factual writing; conventions of diction, sentence form, paragraph and organization; techniques of verifiability and probability; adaptability to different audiences, fields of knowledge, and public purposes; illogical and emotional distortions in expository writing. Prerequisite: Admission to MPW program or consent of instructor. Not open to students who have successfully completed WRIT 613.

PRWR 615 HISTORY AND DEVELOPMENT OF PROSE STYLE (3)
Theory of English prose style from earliest times to the present. Prerequisite: Admission to MPW program or consent of instructor. Not open to students who have successfully completed WRIT 615.

PRWR 617 EDITING (3)
Study of fundamental editing theory and supervised practice in editing. Also practice in copy editing, exposure to electronic editing, overview of copyright and libel laws, and instruction in publication design and production. Prerequisite: Admission to a graduate program or consent of instructor. Not open to students who have successfully completed WRIT 617.

PRWR 619 COMMUNICATION IN THE PROFIT/NONPROFIT SECTORS (3)
Communication process, with special emphasis on writing, within the profit/nonprofit organization. Theories of organization, management styles, and relationship of written messages to the function of climate of the profit/nonprofit organization. Strategies of preparing written communication to meet internal and external needs. Prerequisite: Admission to MPW program or consent of instructor. Not open to students who have successfully completed WRIT 619.

PRWR 621 BUSINESS WRITING (3)
Major forms of business and industrial writing, including correspondence, memoranda, short reports and long reports. Emphasis on audience analysis and planning of written communication to meet audience needs. Prerequisites: Two 600-level writing courses or consent of instructor. Not open to students who have successfully completed WRIT 621.

PRWR 623 TECHNICAL WRITING AND INFORMATION DESIGN (3)

PRWR 625 DESIGN LAYOUT & PRODUCTION (3)
Intensive workshop in developing and editing technical documents: instructions, feasibility studies, investigation reports, proposals, etc. Not open to students who have successfully completed WRIT 623.

PRWR 627 MODERN RHETORIC (3)
Current theories of rhetoric and composition, with emphasis upon the cognitive and social aspects of writing; relationships between language and abstraction, conventions of discourse communities, and various approaches to communication in a pluralistic society. Prerequisite: Admission to MPW program or consent of instructor. Not open to students who have successfully completed WRIT 627.

PRWR 628 DESIGNING CONTENT FOR THE WEB (3)
User-centered design and development of web content. Rhetorical theory and empirical research supporting best-practice guidelines. Projects in web content selection, information architecture, and writing style. Prerequisites: None.

PRWR 633 TEACHING COLLEGE COMPOSITION (3)
Prepares graduate students for teaching writing in the two-year college, or freshman writing at a four-year institution. Focuses on history, theories and the practice of teaching writing. Prerequisites: Four core courses; paired with Tutoring or Internship. Not open to students who have successfully completed WRIT 633.

PRWR 637 CREATING ON LINE HELP (3)
User-centered design and development of online help. Rhetorical theory and empirical research supporting best-practice guidelines. Hands-on hypertext projects. Prerequisites: None.

PRWR 641 THEORY CREATIVITY (3)
Current theory of creative process, its stages, and its relation to the central techniques of poetry and fiction. Focus on analyzing student writings as they embody creative techniques. Prerequisite: Admission to the MPW program. Not open to students who have successfully completed WRIT 641.

PRWR 647 WRITING POETRY (3)
Poetry writing seminar; analysis of student and published poetry, with attention to craft and readership. Overview of modern theories of poetics and poetry criticism; survey of poetry markets and publishing procedures. May be repeated for a maximum of 6 units. Prerequisite: Any WRIT or PRWR 600-level course or consent of instructor. Not open to students who have successfully completed WRIT 647.

PRWR 651 WRITING SHORT FICTION (3)
Short-fiction workshop. Analysis of student and published fiction with attention to plot, narrative technique, characterization and readership. Survey of short-fiction markets and publishing procedures. May be repeated for a maximum of 6 units. Prerequisite: Any PRWR or WRIT 600-level course or consent of instructor. Not open to students who have successfully completed WRIT 651.

PRWR 653 WRITING THE NOVEL (3)
Workshop on the planning, writing and publishing of the novel. May be repeated for a maximum of 6 units. Prerequisites: One PRWR or WRIT 600-level course or consent of the instructor. Not open to students who have successfully completed WRIT 653.

PRWR 655 APPLIED RESEARCH FOR INFORMATION DESIGN (3)
Techniques for researching and analyzing targeted audience groups; writing up results to guide the design of information products. Rhetorical theory and empirical research supporting best-practice guidelines. Hands-on projects. Prerequisites: None.
PRWR 660 SEMIOTICS FOR THE PROFESSIONAL WRITER (3)
Recognizing and interpreting the symbols, signs and implied messages of cultural environments. Focus is on creating and controlling these elements in professional writing. Prerequisite: Any PRWR or WRIT 600-level course or consent of instructor. Not open to students who have successfully completed WRIT 660.

PRWR 670 TOPICS IN WRITING (3)
Specialized focus on particular formats, theories or practices in professional writing. May be elected twice. Prerequisites: Two 600-level PRWR or WRIT courses or consent of instructor. Not open to students who have successfully completed WRIT 670, WRIT 671, WRIT 672, WRIT 673, WRIT 674, WRIT 675, WRIT 676, WRIT 677, WRIT 678 or WRIT 679.

PRWR 677 TOPICS IN WRITING (3)
Specialized focus on particular formats, theories or practices in professional writing. May be elected twice. Not open to students who have successfully completed WRIT 670, WRIT 671, WRIT 672, WRIT 673, WRIT 674, WRIT 675, WRIT 676, WRIT 677, WRIT 678 or WRIT 679. Prerequisites: Two 600-level PRWR or WRIT courses or consent of instructor.

PRWR 691 RESEARCH TECHNIQUES IN PROFESSIONAL WRITING (3)
Major sources of primary and secondary information; observation, interview, survey, controlled experiment and library resources. Gathering, synthesizing and interpreting data using statistical analysis and computer programs. Techniques of poetry and fiction. Focus on analyzing student writings as they embody creative techniques. Prerequisite: Admission to the MPW program. Not open to students who have successfully completed WRIT 691.

PRWR 705 WRITING CREATIVE NON-FICTION (3)
Workshop in the writing of creative non-fiction (essay, lyrical essay, memoir, narrative journalism, etc.); analysis of student and published work. May be repeated one time for a total of 6 units. Prerequisites: PRWR 611 or WRIT 611, PRWR 615 or WRIT 615, or consent of instructor. Not open to students who have successfully completed WRIT 705.

PRWR 711 PROFESSIONAL JOURNAL (3)

PRWR 713 FREELANCE WRITING (3)
Freelance writing for magazines, newspapers, corporations, associations and technical journals. Analyzing markets, creating jobs; understanding copyrights, contracts and agents. Prerequisite: PRWR 613 or WRIT 613 or consent of instructor. Not open to students who have successfully completed WRIT 713.

PRWR 729 CORPORATE COMMUNICATIONS CONSULTING (3)
Designing and marketing programs, and training writers in business and government. Finding clients, developing workshops, evaluating programs. Students engage in consulting activities. Prerequisite: Recommended PRWR 625 or WRIT 625. Not open to students who have successfully completed WRIT 729.

PRWR 730 WRITING REVIEWS (3)
Develop proficiency in writing and marketing reviews of books and other fine/performing arts presentations. Emphasize reviewing strategies and avenues for publication. Discuss student reviews, critical stances, role of criticism and aesthetics. Rhetorical analysis reviews. Prerequisite: Any 600-level PRWR or WRIT course or consent of instructor. Not open to students who have successfully completed WRIT 730.