ENGLISH MAJOR: TEXT, BUSINESS WRITING AND DIGITAL STUDIES OPTION (B.A.)

https://cola.unh.edu/english/program/ba/english-major-text-business-writing-digital-studies-option

Description

The modern workplace requires that employees be adaptable. The Bureau of Labor Statistics conducted a long-term study that showed people held 11.7 jobs between the ages of 18 and 48, and those numbers are increasing with people moving between jobs more frequently every year. It is crucial that we prepare our students not just for one industry, but rather arm them with the transferable skills of critical reading, writing, analysis, production, theory and aesthetics of new forms in digital media and business. Students will leave this major option with the skills that are in the highest demand in all fields today.

This major option addresses the growing demand for graduates who are well-versed in a combination of humanistic and digital skills and able to work in a variety of professional environments. In particular, graduates of this option will be prepared for careers at cultural and historical institutions, as well as in emerging job markets of information management and online content delivery. This specialization complements areas requirements for the English major but it is not limited to English majors. Double majors are encouraged. Small classes, a great sense of community and a diversity of faculty specializations create an atmosphere that propels students toward success. Students will receive real-life work experience through our internship class, and they will also leave this major with a digital portfolio that contains a collection of professional projects that can be used on the job market.

In this English major option, students are trained in the critical reading, analysis, production, theory and aesthetics of new forms in media and business. These forms include but are not limited to social media, business writing conventions, modes of digital storytelling (i.e. audio and video essays, podcasts and wikis), digital archives, web design, and online communities and interaction. Students are also trained in analysis through traditional humanistic literature and they are expected to fulfill the core learning objectives shared by all English major tracks. These include:

- the ability to communicate and debate effectively with others, both orally and in writing,
- the ability to closely examine a variety of texts (including modern digital artifacts and archival materials)
- developing the ability to use a variety of media and communication platforms;
- experience and practice in dynamic critical thinking and creativity

Requirements

Eleven courses (44 credits)

Completed with a minimum grade of C- (with the exception of ENGL 419, which must be completed with a grade of C or better).

Students must meet the following distribution requirements. Note that any one course may satisfy more than one requirement:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENGL 419</td>
<td>How to Read Anything $^1$</td>
<td>4</td>
</tr>
<tr>
<td>ENGL 501</td>
<td>Introduction to Creative Nonfiction (Digital Essay version)</td>
<td>4</td>
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<tr>
<td>ENGL 502</td>
<td>Professional and Technical Writing</td>
<td>4</td>
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<tr>
<td>ENGL 503</td>
<td>Persuasive Writing (Text, Business Writing, Digital version)</td>
<td>4</td>
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<tr>
<td>ENGL 510</td>
<td>Introduction to the Digital Humanities</td>
<td>4</td>
</tr>
<tr>
<td>ENGL 602</td>
<td>Advanced Professional and Technical Writing</td>
<td>4</td>
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<tr>
<td>ENGL 604</td>
<td>Advanced Professional and Technical Writing</td>
<td>8</td>
</tr>
<tr>
<td>ENGL 796</td>
<td>The Internship Experience</td>
<td>4</td>
</tr>
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**One 500-level Introductory Course: Select from the following:**

- ENGL 501 Introduction to Creative Nonfiction (Digital Essay version)
- ENGL 502 Professional and Technical Writing
- ENGL 503 Persuasive Writing (Text, Business Writing, Digital version)
- ENGL 510 Introduction to the Digital Humanities
- ENGL 602 Advanced Professional and Technical Writing
- Select two ENGL courses numbered 600 or above $^2$
- Select two 1800 literature courses (select from the list below) $^3$
- Select one course that addresses race, the construction of race, and racial theories (select from the list below) $^3$

**Capstone:** $^3$

- ENGL 796 The Internship Experience
- Digital Portfolio

$^1$ Must be completed with a minimum grade of “C” to count towards the major.

$^2$ Students may include any advanced-level ENGL courses in which 20% of student assessment/work includes a digital humanities, digital research, or digital production component (even if taken to fulfill literature requirements). ENGL 602 may NOT be double counted for this requirement. Look for the ‘DH’ designation in the course descriptions during registration.

$^3$ The Internship Experience: Experiential learning course that allows students to apply all of the writing, speaking, and critical thinking skills into an on-the-job experience, enabling them first-hand practice with writing documents at work, peer collaboration, public speaking opportunities/presentations, and supervision and evaluation. Students must have JR or SR status to enroll in this course. Students should submit a Capstone Declaration form indicating the ENGL course taken for Capstone credit at time of registration. Capstone Declaration forms can be picked up in the main English office.

Digital Portfolio: A minimum of six polished projects represented in a digital portfolio started in ENGL 602 and expanded over your career at UNH. A reflective essay will accompany this portfolio. This is a non-credit degree requirement.
English majors may use one major-required course to satisfy one 
Discovery category requirement.

If you're interested in majoring in English: Text, Business Writing and 
Digital Studies please contact Carla Cannizzaro, academic/career 
counselor, Department of English, 230F Hamilton Smith Hall, (603) 862-1313.

Student Learning Outcomes

Undergraduate students in the English Department at the University of 
New Hampshire have many options as they advance to degree. They 
can choose to complete a general English major or opt to follow one 
of several specialized tracks: English Literature, Journalism, English 
Teaching, and Linguistics. I. All undergraduate English majors acquire the 
same core skills. These include:

• Proficiency in analytical writing, critical thinking, and public-speaking.
• Knowledge of important literary genres and subgenres
• Fluency in literary terminology.
• A broad understanding of British-and-American literature, from 
the medieval period in England and the moment of first contact in 
America to the present day.
• Demonstrated proficiency in writing an analytical essay that offers 
a sophisticated close-reading or explication of a literary text. This 
essay will have a clear thesis and proceed in a logical fashion, with 
interpretive claims supported by evidence from the text.
• Demonstrated proficiency in literary research and in writing an 
extended thesis-driven research paper in which sources are correctly 
and responsibly cited.
• Demonstrated understanding of how to read across the color line in 
the US and/or how to analyze literary works written in English from 
outside the UK and the US—from India, Africa, and the Caribbean, for 
extample.

Please see your advisor if you have questions about other courses that 
might fulfill these requirements.

Notes:

To graduate from UNH, a student must earn a total of 128 credits.

Majors may only count one online course towards their major 
requirements.

English 403 ‘Exploring Literature’, English 415 ‘Literature and...’ and 
English 444 classes may NOT be used to satisfy ENGL major or minor 
requirements.