

RHETORIC AND MEDIA STUDIES BACHELOR OF ARTS

Program Overview

The program in Rhetoric and Media Studies considers how our use of language and symbols shapes who we and others are, what we may become, and what we do. Courses in the major bring critical attention to the nature of representations and communicative/knowledge practices and how they mediate our lives and experience, with particular attention to the contested and changing character of identity, community, public life, ethics, and morality. Students in the program learn to analyze forms of media from across political, popular, and professional cultures. The major also invites students to understand the movement of social change in a range of settings and to consider how those settings offer differing resources for them to engage in political action in their own lives.

B.A. Degree Requirements

The major prepares students for careers in law and public administration, medicine and public health, activism, social work, advertising and marketing, politics and public policy, business, banking, and consulting, among others. The various courses in the RMS program examine social groups and processes in a wide diversity of contexts, with an emphasis on language, communicative practices, and social justice.

The program is interdisciplinary, including classes in rhetoric, sociology, and anthropology. Students should work with their advisers to assure selection of courses compatible with their educational and career objectives.

Code	Title	Hours
Lower Level		
ENG 037	PUBLIC VOICES	3
ENG 039	WRITING SEMINAR	3
Media Studies		
Select one of the following:		3
ENG 012 - ENG 029		
History and Traditions		
Select one of the following:		3-4
ENG 040 - ENG 059		
Culture and Identity		
Select one of the following:		3-4
ENG 060 - ENG 079		
Upper Level		
Select three Rhetoric and Media Courses from the following:		9
ENG 105	AESTHETICS OF EVERYDAY LIFE	
ENG 108	VISUAL RHETORICS	
ENG 121	RHETORICS OF SPACE & PLACE	
ENG 126	FILM AND TV HISTORY AND CRITICISM	
ENG 127	ADVANCED TOPICS IN NEW MEDIA	
ENG 129	ADVANCED TOPICS IN FILM	
ENG 137	GENDER AND HORROR	
ENG 138	ARGUMENTATION AND ADVOCACY	
ENG 168	POSTCOLONIAL RHETORICS	
ENG 173	CRITICAL THEORY	

ENG 174	THEORIES OF LANGUAGE AND DISCOURSE	
Electives		
Select three English courses, two have to be 100 level		9
Capstone		
ENG 195	CAPSTON IN ENGLISH, RHETORIC, & WRITING	3
Total Hours		36-38

In addition to programmatic requirements, students are responsible for satisfying all requirements of the Drake Curriculum (<https://catalog.drake.edu/archive/2024-2025/undergraduate/academic-information/drake-curriculum/>), including Areas of Inquiry (AOI)

Student must also satisfy university graduation requirements (<https://catalog.drake.edu/archive/2024-2025/undergraduate/academic-information/graduation-requirements/>) for all undergraduate students..