INTRODUCTION TO THE MAJOR

The Rhetoric major trains students in the history of rhetorical theory and practice, grounded in argumentation and in the analysis of the symbolic and institutional dimensions of discourse. Students gain a pragmatic understanding of the elements of rhetorical analysis, with special attention to logic, style, tropes, figures, and images, and receive a thorough grounding in the historical development of these elements in rhetorical theory. This combination allows students to have a disciplined grasp of the contemporary character of rhetoric and language. Within the framework of understanding classical and contemporary theories and practice of interpretation, students can explore the role of persuasion in pragmatic and aesthetic contexts.

“By combining so many disciplines under one umbrella, Rhetoric expanded my brain in ways I never anticipated when I first encountered the major.”

– Sophie Golub, Class of ’16

MAJOR CONCENTRATIONS

Rhetoric majors may choose one area of concentration:

- History and Theory of Rhetoric
- Public Discourse
- Narrative and Image

Each concentration has its own required upper division coursework.

AMPLIFY YOUR MAJOR

- Join the Rhetoric Society to connect with Rhetoric peers and faculty.
- Attend Rhetoric department events like guest lectures and annual colloquia.
- Pursue a Law & Humanities Course Thread and explore the importance of the humanities in relation to law, literature, history, philosophy, music, and the visual arts.
- Undertake an Honors Thesis during your senior year.
Explore your major

- Meet with your major and college advisor to discuss your academic plans.
- Familiarize yourself with major and college requirements.
- Enroll in L&S and HUM to (Compass Courses) and learn about study options in L&S and the Arts & Humanities.

Connect and build community

- Get 11 mentoring with Berkeley Connect and L&S Mentors Program.
- Find study groups, tutoring, and academic support at the Student Learning Center.
- Enroll in the DeCal course UGIS 98: College Success in L&S.

Discover your passions

- Discover new interests in a Freshman Seminar or student-run DeCal course.
- Visit the Office of Undergraduate Research and Scholarships.
- Find new cross-disciplinary perspectives in the Law & Humanities Course Thread.

Engage locally and globally

- Attend the Calapalooza student activities fair and get involved with a student organization.
- Find service opportunities through the Public Service Center.
- Explore study, internship, and research abroad options with Berkeley Study Abroad.

Reflect and plan your future

- Visit the Career Center and Career Counseling Library.
- Check out the Career Center Yearly Planner.
- Set up a Handshake account and sign up for CareerMail.
- Explore career resources on the Arts and Humanities website.

**FIRST YEAR**

- Complete the lower division prerequisite courses in Rhetorical Reasoning and Interpretation, and declare the major.
- Select your concentration to give focus to your upper division coursework.
- Review the major guidelines for study abroad.

**SECOND YEAR**

- Focus on the upper division course sequence in Rhetorical Theory and concentration courses.
- Review your degree progress with your major and college advisor.
- Consider undertaking an Honors Thesis for your senior year.

**THIRD YEAR**

- Consider becoming a Golden Bear Orientation Leader and welcome new students to UC Berkeley.
- Work with peers and graduate students in HUM 191: Mentored-Research and Discovery Groups.
- Consider joining Rhetoric Society if you haven't already.

**FOURTH YEAR**

- Experience life at another UC or college on a winter externship through the Career Destinations Survey.
- Consider a Berkeley Global Internship.
- Consider the Alternative Breaks Program.
- Look into fieldwork with faculty or summer opportunities.

**WHAT CAN I DO WITH MY MAJOR?**

- Jobs and Employers
  - Advisory Associate, KPMG
  - Dept. Manager, MOMA
  - Grants Coord., Downtn Women's Ctr.
  - HR Associate, Visa
  - Teacher, Spanish Ministry of Ed.
  - Marketing and Comm. Admin., ITVS
  - Marketing Intern, Kabbage
  - Producer, NPR/KQED Public Radio Program Analyst, UC SF
  - Program Coordinator, UC Berkeley Project Manager, Hewlett Packard Researcher, Local sfio
  - Teacher, Teach for America
  - Technical Sourcer, Mulesoft

- Graduate Programs
  - Applied Economics, Masters
  - Art History, PhD
  - Communication, Masters
  - Counseling Psychology, Masters
  - Drama, Masters
  - English Literature, PhD
  - History and Phil. of Science, PhD
  - Humanities, PhD
  - Jurisprudence and Social Policy, PhD
  - Law, JD
  - Mass Comm. & Media Studies, PhD
  - Secondary Education, Masters
  - Social Thought, PhD
  - Sociology, PhD

Examples gathered from the Career Destinations Survey of recent Berkeley graduates.

**Graduate Programs**

- Applied Economics, Masters
- Art History, PhD
- Communication, Masters
- Counseling Psychology, Masters
- Drama, Masters
- English Literature, PhD
- History and Phil. of Science, PhD
- Humanities, PhD
- Jurisprudence and Social Policy, PhD
- Law, JD
- Mass Comm. & Media Studies, PhD
- Secondary Education, Masters
- Social Thought, PhD
- Sociology, PhD

Examples gathered from the Career Destinations Survey of recent Berkeley graduates.