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.

HOW TO USE THIS MAP

Use this map to help plan and guide your experience at UC Berkeley, including academic, co-curricular, and discovery opportunities. Everyone’s Berkeley experience is different and activities in this map are suggestions. Always consult with your advisors whenever possible for new opportunities and updates.

CONNECT WITH US

Cal Day
Come to UC Berkeley’s annual Open House in April for information sessions, campus tours, special talks, and more.

Golden Bear Orientation
Join your peers in the campus-wide UC Berkeley orientation program for all new students.

Events
Attend department events with students, faculty, and staff. Visit rhetoric.berkeley.edu for news and updates.

ADVISING

Students can reach the Undergraduate Major Advisor Grayson Johnston at 7406 Dwinelle Hall or through email at gjohnston@berkeley.edu.

Drop-in Advising Hours:
Monday - Thursday 9am-12pm, 1-4pm
Friday 10am-12pm, 1-3pm

CONNECT WITH US

Visit ue.berkeley.edu/majormaps for the latest version of this major map.
### What Can I Do With My Major?

**Jobs and Employers**
- Advisory Associate, KPMG
- Business Development, Assoc., Gagios
- Dept. Manager, MOMA
- Grants Coord., Dwelln Women’s Ctr.
- HR Associate, Visa
- Junior Venture Ptl., Dream Ventures
- Lang. Teacher, Spanish Ministry of Ed.
- Marketing and Comm. Admin., ITVS
- Marketing Intern, Kabbage
- Producer, NPR/QTED Public Radio Program Analyst, UCSF
- Program Coordinator, UC Berkeley
- Project Manager, Hewlett Packard
- Researcher, Local 2850
- Teacher, Teach for America
- Technical Sourcing, 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 First Destination Survey of recent Berkeley graduates.*

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### Design Your Journey

**Rhetoric Bachelor of Arts**

**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 1 and HUM 10 (Compass Courses) and learn about study options in L&S and the Arts & Humanities.

**Connect and Build Community**
- Get a 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.

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### Map of Your Journey

**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.
- Work with peers and graduate students in HUM 196: Mentored-Research and Discovery Groups.
- Consider joining Rhetoric Society if you haven't already.

**Fourth Year**
- Do a degree check to ensure you are on track to graduate.
- Finish remaining major, college, and campus requirements.
- Audition to speak at the Department Commencement Ceremony.

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**What Can I Do**

- Attend Employer Info Sessions
- Utilize job search tools from the Career Center.
- Consider undertaking an Honors Thesis in the senior year.
- Consider joining Rhetoric Society Discovery Groups.
- Enroll in a HUM 196: Mentored-Research and Discovery Course.
- Consider undertaking an Honors Thesis in the senior year.
- Conduct informational interviews with alumni.
- Prepare for the state bar exam.
- Prepare for the bar exam.
- Meet with a Career Center counselor to discuss your career options and goals.
- Explore career fields through the Career Connections Series or a winter externship.
- Learn about graduate and professional school. See Step-by-Step for planning help.
- Ask professors and graduate student instructors for recommendation letters.
- Utilize job search tools from the Career Center.
- Attend Employer Info Sessions and On-Campus Recruiting.
- Apply to jobs, graduate school, and other opportunities.

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