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.

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.

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.

“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
**FIRST YEAR**
- 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 involved with Berkeley Connect and L&S Mentors Program, find study groups, tutoring, and academic support at the Student Learning Center, and enroll in the DeCal course UGIS 98: College Success in L&S.
- Discover your passions: Enroll in a Sophomore Seminar or student-run DeCal course, visit the Office of Undergraduate Research and Scholarships, find new cross-disciplinary perspectives in the Law & Humanities Course Through Study Abroad.
- 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.

**SECOND 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.
- Join a rhetoric student organization like the Rhetoric Society, attend a rhetoric department event, get to know professors and graduate student instructors during their office hours.
- Engage locally and globally: Contribute to a community organization with an American Cultures Engaged Scholarship course, go on a service-learning trip with the Alternative Breaks Program, consider a Berkeley Global Internship.
- Reflect and plan your future: Meet with a Career Center counselor to discuss your career options and goals.

**THIRD YEAR**
- Focus on the upper division course sequence in Rhetorical Reasoning and concentration courses.
- Review your degree progress with your major and college advisor.
- Consider becoming a Golden Bear Orientation Leader, work with peers and graduate students in HUM 196: Mentored-Research and Discovery Groups.
- Find research and funding opportunities in the OURS database, plan a senior thesis or project, apply to the Haas Scholars Program or SURF, look into fieldwork with faculty or summer internship opportunities.
- Experience life at another UC or college on a visitor and exchange program.
- Conduct informational interviews with alumni.

**FOURTH YEAR**
- Do a degree check to ensure you are on track to graduate.
- Finish remaining major, college, and campus requirements.
- Get support for your thesis project in the Townsend Honors Thesis Workshop, connect with alumni groups and build your network as you prepare to graduate.
- Hone your leadership skills with the Peter E. Haas Public Service Leaders program.
- Ask professors and graduate student instructors for recommendation letters.
- Explore service opportunities after graduation, such as Peace Corps, Teach for America, or U.S. Department of State.
- Conduct informational interviews with alumni.

**WHAT CAN I DO WITH MY MAJOR?**
- HR Associate, Visa, Junior Venture Pte., Dream Ventures
- Teaching: Spanish Ministry of Ed.
- Marketing: Kabbage, Producer, NPR/KQED Public Radio
- Program Analyst, UCSF Program Coordinator, UC Berkeley Project Manager, Hewlett Packard Researcher, Local 1890
- 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 First Destination Survey of recent Berkeley graduates.

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