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

https://cola.unh.edu/english/program/ba/english-majortext-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

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

Requirements

Degree Requirements

Minimum Credit Requirement: 128 credits

Minimum Residency Requirement: 32 credits must be taken at UNH

Minimum GPA: 2.0 required for conferral*

Core Curriculum Required: Discovery & Writing Program Requirements

Foreign Language Requirement: Yes

All Major, Option and Elective Requirements as indicated.
Major GPA requirements as indicated.

Major Requirements

- Eleven courses (44 credits) are required for the major.
- Courses must be completed with a minimum grade of C- or better.
- Majors may only count one online course towards their major requirements.
- ENGL 403, ENGL 415 and ENGL 444 courses may not be used to satisfy major requirements.
- English majors may use one major-required course to satisfy one Discovery category requirement.
- Students must meet the following distribution requirements below. Note that any one course may satisfy more than one requirement.

Code	Title	Credits
Required Courses		
ENGL 419	How to Read Anything [1]	4
One 500-level Introductory Course. Select from the following:		4
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 three ENGL courses numbered 600 or above [2]		12
Select two pre-1800 literature courses (select from the list below)		8
Select two post-1800 literature courses (select from the list below)		8
Select one course that addresses race, the construction of race, and racial theories (select from the list below)		4
Capstone [3]		
ENGL 796	The Internship Experience	4
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 it 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.
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. The Digital Portfolio is completed during enrollment in ENGL 796 'The Internship Experience'.

Code	Title	Credits
Pre-1800 Literature Courses		
Select from the following:		
ENGL 512	British Literature I Age of Heroes: Beowulf to Dr. Faustus	
or ENGL 513W	British Literature II Age of Revolutions: Shakespeare to Austen	
ENGL 595	Literary Topics (if topic is appropriate)	
ENGL 657	Shakespeare	
ENGL 693R	Special Topics in Literature (if topic is appropriate)	
ENGL 751	Medieval Romance	
ENGL 756	Chaucer	
ENGL 758	Advanced Shakespeare	
ENGL 759	Milton	
ENGL 787	English Major Seminar (if topic is appropriate)	

Code	Title	Credits
Post-1800 Literature Courses		
Select from the following:		
ENGL 514W	British Literature III: Revolts, Renewals, Migrations	
or ENGL 516W	American Literature II Money, Migration, and Modernity: Huck Finn to Beloved	
ENGL 595	Literary Topics (if topic is appropriate)	
ENGL 690	African American Literature	
ENGL 693R	Special Topics in Literature (if topic is appropriate)	
ENGL 738	Asian American Studies	
ENGL 775	Modern Irish Literature: A Changing Landscape	
ENGL 777	The English Novel in the World	
ENGL 782	Modern and Contemporary Drama	
ENGL 784	English Novel of the 19th Century	
ENGL 787	English Major Seminar (if topic is appropriate)	
ENGL 797R	Special Studies in Literature (Race & Racial Theories) (if topic is appropriate)	

Code	Title	Credits
Race, the Construction of Race, and Racial Theory Courses		
Select from the following:		
ENGL 440A	Honors/On Race in Culture and Society	
ENGL 550	Introduction to the Literature and Culture of Race	
ENGL 650R	I Hear America Singing: Studying American Literature and Culture	
ENGL 690	African American Literature	
ENGL 693	Special Topics in Literature (subtopic R)	
ENGL 693R	Special Topics in Literature	
ENGL 738	Asian American Studies	
ENGL 778	Race and Gender in Film and Popular Culture	
ENGL 797R	Special Studies in Literature (Race & Racial Theories)	

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

Degree Plan

Sample Degree Plan

This sample degree plan serves as a general guide; students collaborate with their academic advisor to develop a personalized degree plan to meet their academic goals and program requirements.

First Year

Fall		Credits
ENGL 401	First-Year Writing [1]	4
Language Course		4
Discovery Course		4
Discovery Course or Major Course		4
COLA 401	Liberal Arts Advising Seminar	1
Credits		**17**
Spring		
ENGL 419	How to Read Anything	4
Language Course		4
Discovery Course		4
Major Elective Course or (ENGL 501, ENGL 502 or ENGL 503)		4
Credits		**16**

Second Year

Fall		Credits
Major Elective Course or (ENGL 501, ENGL 502 or ENGL 503)		4
ENGL 510 or ENGL 602	Introduction to the Digital Humanities or Advanced Professional and Technical Writing	4
Discovery Course		4
Major/Minor/Discovery Course		4
Credits		**16**
Spring		
ENGL 510 or ENGL 602	Introduction to the Digital Humanities or Advanced Professional and Technical Writing	4
Major Elective Course		4
Discovery Course		4
Major/Minor/Discovery Course		4
Credits		**16**

Third Year

Fall		Credits
Major Elective Course		4
Major Elective Course		4
Discovery Course		4
Major/Minor/Discovery Course		4
Credits		**16**
Spring		
Major Elective Course		4
Major Elective Course		4
Discovery Course		4
Major/Minor/Discovery Course		4
Credits		**16**

Fourth Year

Fall		Credits
ENGL 796	The Internship Experience (or Major Elective Course)	4
Major Elective Course		4
Elective Course		4
Elective Course		4
Credits		**16**
Spring		
ENGL 796	The Internship Experience (or Major Elective Course)	4
Elective Course		4
Elective Course		4

Elective Course	4
Credits	**16**
Total Credits	**129**

[1] Students who successfully apply AP or Transfer Credits towards the ENGL 401 First-Year Writing requirement may enroll in ENGL 419 How to Read Anything during their first semester.

Student Learning Outcomes

Program Learning Outcomes
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 example.