



Photo credit: Rhetoric Society, Fall 2019

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 **Hedi Vafaenia** at 7406 Dwinelle Hall or through email at: rhetoricugadvising@berkeley.edu

Drop-in Advising Hours:

Monday - Thursday 9am-12pm, 1-4pm
Friday 10am-12pm, 1-3pm

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.

Visit ue.berkeley.edu/majormaps for the latest version of this major map.

Berkeley

Rhetoric

7408 Dwinelle Hall
Berkeley, CA 94720-2670
rhetoric.berkeley.edu

RHETORIC

Bachelor of Arts

Berkeley
UNIVERSITY OF CALIFORNIA

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.



Photo credit: Rhetoric Department

“ 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.

	FIRST YEAR	SECOND YEAR	THIRD YEAR	FOURTH YEAR	
Explore your major	<p>Meet with your major and college advisor to discuss your academic plans.</p> <p>Familiarize yourself with major and college requirements.</p> <p>Enroll in L&S 1 and HUM 10 (Compass Courses) and learn about study options in L&S and the Arts & Humanities.</p>	<p>Complete the lower division prerequisite courses in Rhetorical Reasoning and Interpretation, and declare the major.</p> <p>Select your concentration to give focus to your upper division coursework.</p> <p>Review the major guidelines for study abroad.</p>	<p>Focus on the upper division course sequence in Rhetorical Theory and concentration courses.</p> <p>Review your degree progress with your major and college advisor.</p> <p>Consider undertaking an Honors Thesis for your senior year.</p>	<p>Do a degree check to ensure you are on track to graduate.</p> <p>Finish remaining major, college, and campus requirements.</p> <p>Audition to speak at the Department Commencement Ceremony.</p>	<h3>WHAT CAN I DO WITH MY MAJOR?</h3> <h4>Jobs and Employers</h4> <p>Advisory Associate, KPMG Business Develop. Assoc., Gagosian Comms. Assoc., Global Environ. Inst. Dept. Manager, MOMA Grants Coord., Dwntrwn Women's Ctr. HR Associate., Visa Junior Venture Ptr., Dream Ventures Lang. Teacher, Spanish Ministry of Ed. Marketing and Comm. Admin., iTVS Marketing Intern, Kabbage Producer, NPR/KQED Public Radio Program Analyst, UCSF Program Coordinator, UC Berkeley Project Manager, Hewlett Packard Researcher, Local 2850 Teacher, Teach for America Technical Sourcer, Mulesoft</p> <h4>Graduate Programs</h4> <p>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</p> <p>Examples gathered from the First Destination Survey of recent Berkeley graduates.</p>
Connect and build community	<p>Get 1:1 mentoring with Berkeley Connect and L&S Mentors Program.</p> <p>Find study groups, tutoring, and academic support at the Student Learning Center.</p> <p>Enroll in the DeCal course UGIS 98: College Success in L&S.</p>	<p>Join a Rhetoric student organization like the Rhetoric Society.</p> <p>Attend a Rhetoric department event.</p> <p>Get to know professors and graduate student instructors during their office hours.</p>	<p>Consider becoming a Golden Bear Orientation Leader.</p> <p>Consider joining Rhetoric Society if you haven't already.</p>	<p>Get support for your thesis project in the Townsend Honors Thesis Workshop.</p> <p>Connect with alumni groups and build your network as you prepare to graduate.</p>	
Discover your passions	<p>Discover new interests in a Freshman Seminar or student-run DeCal course.</p> <p>Visit the Office of Undergraduate Research and Scholarships.</p> <p>Find new cross-disciplinary perspectives in the Law & Humanities Course Thread.</p>	<p>Enroll in a Sophomore Seminar, Big Ideas Course or Discovery Course.</p> <p>Assist faculty in their research through URAP.</p>	<p>Find research and funding opportunities in the OURS database.</p> <p>Planning a senior thesis or project? Apply to the Haas Scholars Program or SURF.</p> <p>Look into fieldwork with faculty or summer internship opportunities.</p>	<p>Teach your own DeCal course.</p> <p>Take a leadership role with Rhetoric Society and contribute to the Rhetoric Journal.</p> <p>Keep pursuing your interests through a fellowship or gap year after graduation.</p>	
Engage locally and globally	<p>Attend the Calapalooza student activities fair and get involved with a student organization.</p> <p>Find service opportunities through the Public Service Center.</p> <p>Explore study, internship, and research abroad options with Berkeley Study Abroad.</p>	<p>Contribute to a community organization with an American Cultures Engaged Scholarship course.</p> <p>Go on a service-learning trip with the Alternative Breaks Program.</p> <p>Consider a Berkeley Global Internship in the United States or abroad.</p>	<p>Experience life at another UC or college on a visitor and exchange program.</p> <p>Study and intern in Washington D.C. with UCDC or Cal in the Capital.</p> <p>Look into study abroad options through the UC Education Abroad Program.</p>	<p>Hone your leadership skills with the Peter E. Haas Public Service Leaders program.</p> <p>Explore service opportunities after graduation, such as Peace Corps, Teach for America, or U.S. Department of State.</p> <p>Look into Fulbright Scholarship opportunities.</p>	
Reflect and plan your future	<p>Visit Berkeley Career Engagement and the Career Counseling Library.</p> <p>Develop a plan for getting career ready.</p> <p>Set up a Handshake account and sign up for CareerMail.</p> <p>Explore career resources on the Arts and Humanities website.</p>	<p>Discuss career options and goals with a Career Educator.</p> <p>Explore career fields through the Career Connections Series or a winter externship.</p> <p>Learn about graduate and professional school. See Step-by-Step for planning help.</p>	<p>Conduct informational interviews with alumni.</p> <p>Discuss graduate school options with advisors and professors.</p> <p>Attend career and graduate school fairs.</p>	<p>Ask professors and graduate student instructors for recommendation letters.</p> <p>Utilize job board tools in your job search.</p> <p>Attend Employer Info Sessions and On-Campus Recruiting.</p> <p>Apply to jobs, graduate school, and other opportunities.</p>	