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.

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
RHETORIC
Bachelor of Arts

DESIGN YOUR JOURNEY

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

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.
- Review the major guidelines for study abroad.

THIRD 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.

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.

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 involved 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.
- Enroll in a Sophomore Seminar, Big Ideas Course or Discovery Course.
- Assist faculty in their research through URAP.

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.
- 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.
- Conduct informational interviews with alumni.
- Discuss graduate school options with advisors and professors.
- Attend career and graduate school fairs.

WHAT CAN I DO WITH MY MAJOR?
- Jobs and Employers
  - Advisory Associate, KPMG
  - Business Development Assoc., Gagasan
  - Dept. Manager, MOMA
  - Grants Coord., Dwayne Women’s Ctr.
  - HR Associate, Visa
  - Junior Venture Partner, Dream Ventures
  - Lang. Teacher, Spanish Ministry of Ed.
  - Marketing and Comm. Admin., iTVS
  - Marketing Intern, Kabbage
  - Producer, NPR/KBED Public Radio
  - Program Analyst, UCSF
  - Program Coordinator, UC Berkeley
  - Project Manager, Hewlett Packard
  - Researcher, Local 2850
  - 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.