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.
WHAT CAN I DO WITH MY MAJOR?

Jobs and Employers
- Advisory Associate, KPMG
- Business Development, Assoc., Gagios
- Dept. Manager, MOMA
- Grants Coord., Downtown Women's Ctr.
- HR Associate, Visa
- Junior Venture Pvt., Dream Ventures
- Lang. Teacher, Spanish Ministry of Ed.
- Marketing and Comm. Admin., JTVS
- 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

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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