September 13, 2013

TO: Arts and Sciences Curriculum Committee

FROM: Carmen Manning, Chair
Department of English

RE: Proposed Program Name Change Department Approved September 13, 2013

The English Department Curriculum Committee and the Department as a whole are in the process of endorsing a major and minor program change, as well as recommending several new courses as part of the revised program. The strict deadlines regarding implementation of such changes and the ability to affect catalog copy for next year’s (2014-2015) catalog, as well as the need for program name changes to pass all the way through the University Senate, have prompted us to submit this memo ahead of the rest of the materials. While the other documents will follow close behind, this document will serve as an announcement of the name change and a brief preview of the rationale that will be more fully articulated in the official Program Change memo.

We request implementation of the following program name change with the next possible University Catalog:

FROM: Scientific and Technical Writing (Code 540-208 and Code 540-413)

TO: Rhetorics of Science, Technology, and Culture

The same name will be used for both the major and minor iterations of the program. This change reflects a refining and enlarging of the current program and name, based on evolving curricular philosophies and on the relatively recent addition to our faculty of several specialists in Rhetoric and Composition.

Some explanations for the proposed name change:

New name explicitly foregrounds rhetoric and the cultural contexts of rhetorical studies as foundational to the emphasis (the old name did not do this)

Revised name reflects a potential for synergy and enrichment growing out of the joining of current Scientific and Technical Writing faculty with current and newly hired Rhetoric and Composition faculty; the result will be an expanded, more varied emphasis with strengthened rhetorical underpinnings; hence, the need to change the name

Highlighted rhetoric and culture elements also underline the activist nature of rhetorical studies, its focus on developing a skill set to address authentic action-requiring situations that require discourse to mediate the action decision, in issues of science, technology, health, the environment, civic life, etc.

Excellence. Our measure, our motto, our goal.

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