

# Master of Arts in Professional Writing

The Master of Arts in Professional Writing (MAPW) degree is a professional graduate degree program that prepares candidates for a wide variety of writing-related positions in business, education, publishing, and the arts. Course work in three concentrations—applied writing, composition and rhetoric, and creative writing—allows students to gain theoretical and practical knowledge in various fields of professional writing. As students become experienced in producing and analyzing the business, technical, journalistic, and creative texts in these three concentrations, they develop a sophisticated understanding of style, structure, and audience. MAPW students will become writing professionals who can move in many directions during their careers; they will become flexible writers who can tune in to the writing conventions of a given genre, adapting their writing style to the requirements of various rhetorical contexts in today's print and electronic environments.

Housed in the Department of English, the MAPW Program works in cooperation with

other departments such as Communication and Visual Arts. Additional resources of special importance to the program faculty and students are the Kennesaw State University Writing Center and the Kennesaw Mountain National Writing Project.

## **General Requirements for Admissions to the MAPW Program**

To be considered for MAPW admission, applicants must submit the following credentials to the KSU Admission Office:

1. A baccalaureate degree from an accredited college or university with a minimum 2.5 grade point average on a 4.0 scale.
2. A minimum total score of 800 (verbal and quantitative) and a minimum 3.5 (analytic writing) on the General Test of the Graduate Record Examination (GRE); or a minimum of 1350 (verbal, quantitative, and analytical); or a minimum of 550 verbal score. The GRE requirement is waived for applicants who have earned an advanced degree.

The following items should be submitted to: MAPW Graduate Director, English Department, Kennesaw State University, 1000 Chastain Road, Kennesaw, GA 30144-5591.

3. An application letter that states the applicant's goals for the MAPW program and a rationale for the choice of concentration and support areas.
4. Three copies of representative writing samples from both the concentration and the support areas, not to exceed 25 pages.
5. A letter of recommendation is optional.
6. International applicants (see page 19).

Provisional standing and non-degree status are not available for applicants to the MAPW program.

### **Transfer Credit**

Up to nine hours of graduate work from other accredited institutions may be transferred. To be transferred, course work from other institutions must correspond to Kennesaw State's MAPW curriculum. Students will need to provide course descriptions and syllabi wherever possible, and the amount of credit granted will be at the discretion of the program director. A minimum grade of "B" is required for any course transferred. Such course work may be no more than five years old.

### **Grades**

Students must earn a grade of "C" or better in every graduate-level course. They must also achieve a GPA of at least 3.0 before they can advance to candidacy.

### **Petition to Graduate**

MAPW candidates must petition to graduate at least one semester prior to completion of program requirements. Before MAPW students can petition to graduate, they must have a cumulative grade point average of at least 3.0. The student should contact the MAPW office and request a petition be mailed to their home address, or they may print the form located on the MAPW web site at: [www.kennesaw.edu/english/mapw](http://www.kennesaw.edu/english/mapw).

The student must obtain the MAPW graduate director's signature before submitting the petition to the business office and registrar.

### **Certificate Programs in Creative Writing and in Professional Writing for International Audiences**

For information on the graduate certificate programs in creative writing or in professional writing, see Graduate Certificate Programs section of this catalog.

## Master of Arts in Professional Writing

The Master of Arts in Professional Writing Degree Program consists of 36 hours of course work. The MAPW Program is organized in three distinct parts:

Credit Hours

### 1. WRITING CORE CONCENTRATION

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The Writing Core Concentration gives MAPW students the necessary tools to acquire both practical and theoretical knowledge about writing, writers, and graduate-level study skills. Students must complete the core course within their first two terms in the MAPW program:

PRWR 6000      Issues and Research in Professional Writing

### 2. MAJOR CONCENTRATION AND SUPPORT AREA

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- a. The **Major Concentration and Support Area (24 hours)** allows candidates to concentrate on two areas of interest. In the **Major (15 hours)**, each student selects one concentration from the three offered below and takes five courses from this concentration, and, in the **Support Area (9 hours)**, each student also selects one of the remaining two concentrations as the support area. The student must take three courses from this second concentration to satisfy the support area requirement.

In addition, the student will take **one elective (3 hours)**: any MAPW course or a course in a related graduate program **3**  
OR

- b. Major concentration (15 hours) and two courses from each of the other two concentrations (12 hours) allow students to study all three areas of professional writing offered in the MAPW program.

#### A: Applied Writing:

PRWR 6250: Corporate Communication  
 PRWR 6280: Business and Technical Editing  
 PRWR 6290: Public Service Writing  
 PRWR 6410: Feature Writing  
 PRWR 6440: Professional and Academic Editing  
 PRWR 6550: Document Design and Desktop Publishing  
 PRWR 6850: Web Content Development  
 PRWR 6860: Intercultural Communication in Contexts  
 PRWR 7600: MAPW Practical Internship  
 PRWR 7900: Special Topics  
 PRWR 7950: MAPW Directed Study

#### B: Composition and Rhetoric:

PRWR 6150: Context, Style, and Audience in Professional Writing  
 PRWR 6300: Understanding Writing as Process  
 PRWR 6500: Teaching Writing in High Schools and Colleges  
 PRWR 6650: Introduction to Literacy Studies  
 PRWR 6750: Teaching Writing to Speakers of Other Languages  
 PRWR 6760: World Englishes  
 PRWR 7600: MAPW Practical Internship  
 PRWR 7900: Special Topics  
 PRWR 7950: MAPW Directed Study

(MAPW - Major concentration and support area - cont'd)

**C: Creative Writing:**

- PRWR 6100: Readings for Writers
- PRWR 6460: Fiction Writing
- PRWR 6470: Poetry Writing
- PRWR 6480: Play Writing
- PRWR 6490: Screen and Television Writing
- PRWR 6520: Creative Nonfiction
- PRWR 6800: Careers in the Literary Arts
- PRWR 7500: Advanced Creative Writing
- PRWR 7600: MAPW Practical Internship
- PRWR 7900: Special Topics
- PRWR 7950: MAPW Directed Study

**3. MAPW CAPSTONE PROJECT**

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The MAPW Capstone project is designated as a thesis, portfolio or practicum and accompanied by a rationale for its purpose and design that involves electronic and/or print media and is relevant to the student's concentration in professional writing. After submitting an approved capstone proposal, the candidate works under the direction and advice of two faculty members to produce the project. The candidate must submit the capstone project at least two weeks before either 1) a discussion about the project with the faculty committee, or 2) a public presentation about the project or a reading from the project for an audience of faculty and peers. The candidate will consult with the capstone committee chair and committee member about which option to choose.

PRWR 7960    MAPW Capstone Project

**PROGRAM TOTAL: 36**

**M.A. in Professional Writing  
Course Descriptions**

**PRWR 6000. Issues and Research in Professional Writing. 3-0-3.**

*Prerequisite: Admission to the MAPW program or permission of the graduate program director. (Students must take this course within their first two terms in the MAPW program.)*

The course is the required core course in the Master of Arts in Professional Writing (MAPW) program. It introduces students to the three program concentrations—applied writing, composition and rhetoric, and creative writing—by focusing on key issues, theories, and research methods specific to each field as well as those that cut across all three concentrations. The course provides the necessary foundation of knowledge, skills, and practice—through a variety of readings on contemporary issues and through discussion, critique, and application of research methodologies—for students to complete MAPW requirements and course work within their concentration and support areas.

**PRWR 6100. Readings for Writers. 3-0-3.**

*Prerequisite: Admission to the MAPW program or permission of the graduate program director.*

The study of writers describing their ways of writing and/or how others' writing has influenced writers. This course studies the works listed as influential and then examines the application of such influence in later texts. Readings will vary, but will include literature, drama, poetry, essays, journalism and scientific and professional texts. This course is repeatable.

**PRWR 6150. Context, Style and Audience in Professional Writing. 3-0-3.**

*Prerequisite: Admission to the MAPW program or permission of the graduate program director.*

A study of the ways context, stylistic choices, and audience influence all areas of writing in action, whether in the workplace, on the Internet, in publishing, or in the classroom. Course will focus on the creation of specific texts, many by the students themselves, with attention to the rhetorical traditions behind all spoken and written acts.

**PRWR 6250. Corporate Communication. 3-0-3.**

*Prerequisite: Admission to the MAPW program or permission of the graduate program director.* The study of corporate communication, including written, visual, and on-line materials. Emphasis on writing for varied corporate purposes and business audiences.

**PRWR 6280. Business and Technical Editing. 3-0-3.**

*Prerequisite: Admission to the MAPW program or permission of the graduate program director.* The study and practice of business and technical editing in texts found in corporate, engineering, government, high-tech, and scientific settings, including reports, proposals, manuals, company newsletters, and Internet web pages. Editorial responsibilities for document development, copy editing, and proofreading will be explored. Practice of electronic editing and hard copy editing will be stressed.

**PRWR 6290. Public Service Writing. 3-0-3.**

*Prerequisite: Admission to the MAPW program or permission of the graduate program director.* Study and practice in public service writing—that is, writing for nonprofit and community organizations and government agencies on local, state, and federal levels. Students will learn rhetorical strategies, together with genre analysis and study of ethics, that can be applied in producing a wide variety of public service documents. Students will learn how to analyze texts and contexts within an ethical framework and to develop approaches for producing public service documents, from grants and proposals for government funding to the many writing requirements of government agencies. The course will also focus on a study of organizational writers at work and the latest technology being implemented in public service writing.

**PRWR 6300. Understanding Writing as Process. 3-0-3.**

*Prerequisite: Admission to the MAPW program or permission of the graduate program director.* The study of the concept of writing as process and its implications for professional writers in various creative, workplace, and instructional situations. This course will focus on such questions as What happens when we write? Can the processes by which individuals shape written texts be observed, documented, and theorized? How does social context affect writing processes? How does understanding writing as process affect the teaching of writing?

**PRWR 6410. Feature Writing. 3-0-3.**

*Prerequisite: Admission to the MAPW program or permission of the graduate program director.* The study of the principles and processes of news reporting and feature writing techniques, including editorial writing, promotional communications, and informative newspaper and magazine article writing.

**PRWR 6440. Professional and Academic Editing. 3-0-3.**

*Prerequisite: Admission to the MAPW program or permission of the graduate program director.* The study and practice of professional and academic (trade, professional, educational, and scholarly) editing for magazines, journals, books, and textbooks. Editorial divisions of labor and approaches and responsibilities of editors, along with the introduction to text development, acquisition, and line editing.

**PRWR 6460. Fiction Writing. 3-0-3.**

*Prerequisite: Admission to the MAPW program or permission of the graduate program director.* Workshop course in the writing of fiction. Short stories and novellas may be studied. Small-group critique, one-to-one conferences and peer revision techniques may be used.

**PRWR 6470. Poetry Writing. 3-0-3.**

*Prerequisite: Admission to the MAPW program or permission of the graduate program director.* Workshop course in the writing of poetry. Study of traditional, free verse, haiku and experimental forms by means of small-group critique, one-to-one conferences and peer revision.

**PRWR 6480. Play Writing. 3-0-3.**

*Prerequisite: Admission to the MAPW program or permission of the graduate program director.* Workshop course in the writing of drama. Study and practice in writing monologues and dialogues, presenting stage directions and the production of one-act and multi-act dramatic works.

**PRWR 6490. Screen and Television Writing. 3-0-3.**

*Prerequisite: Admission to the MAPW program or permission of the graduate program director.* Workshop course in writing for cinema, radio and television. Study and practice in effective screenplay writing techniques, on-air report writing, on-screen news writing and the principles of script writing, evaluation and promotion will be examined.

**PRWR 6500. Teaching Writing in High Schools and Colleges. 3-0-3.**

*Prerequisite: Admission to the MAPW program or permission of the graduate program director.* An investigation into the theories and practices that have shaped writing instruction over the past thirty years. Students will examine student-centered instruction, writing process theories, current methods of assessment, technologies of writing, and other important advances in order to produce curricular design for high school and college writing classes.

**PRWR 6520. Creative Nonfiction. 3-0-3.**

*Prerequisite: Admission to the MAPW program or permission of the graduate program director.* Readings from and writing in creative or literary nonfiction, including the personal essay, biography, travel writing, the research essay, and the nonfictional novel. Attention to the history and development of the genre and its subdivisions and to the markets for its manuscripts.

**PRWR 6550. Document Design and Desktop Publishing. 3-0-3.**

*Prerequisite: Admission to the MAPW program or permission of the graduate program director.* Principles and practice in computer-aided publishing. Examine word processing and desktop publishing capabilities, develop graphic and text design experience, explore the skills needed to produce professional quality newsletters, brochures, reports, pamphlets and books.

**PRWR 6650. Introduction to Literacy Studies. 3-0-3.**

*Prerequisite: Admission to the MAPW program or permission of the graduate program director.* An overview of approaches for studying and shaping literacy in a range of social contexts, including workplaces, instructional settings, and the literary marketplace. This course will explore competing definitions of literacy and their implications for professional writers with students learning to use research about literacy to enhance their work as professional writers.

**PRWR 6750. Teaching Writing to Speakers of Other Languages. 3-0-3.**

*Prerequisite: Admission to the MAPW program or permission of the graduate program director.* The study of the theories and practices in the teaching writing to ESL writers. Emphasis will be placed on second language acquisition of writing skills and ESL composition techniques and principles for various ESL writing situations.

**PRWR 6760. World Englishes. 3-0-3.**

*Prerequisite: Admission to the MAPW program, or permission of the graduate program director.* A study of the unprecedented growth of English on a global scale. Course will examine the current state of English in the world and the cultural/social factors that have given rise to a number of different varieties of English in the world. These varieties, attitudes towards them, and implications for various written media of communication will be explored.

**PRWR 6800. Careers in the Literary Arts. 3-0-3.**

*Prerequisite: Admission to the MAPW program or permission of the graduate program director.* The first half of the course will survey components that make up the literature field and introduce the student to the management concerns in selected components. The survey will inform the student about professional and organization infrastructures that support the literary arts in the United States and give the student theoretical and practical knowledge concerning arts management. The second half of the course will focus on the writer's personal management. Grantsmanship and fellowship writing as well as submissions-and-publications procedures, literary promotions, and time management will be discussed.

**PRWR 6850. Web Content Development. 3-0-3.**

*Prerequisite: Admission to the MAPW program or permission of the graduate program director.* Study and practice in writing and development of Web content for multiple, diverse audiences in commercial areas, such as e-business, public relations, and advertising; in public service organizations, including nonprofit and government organizations; and in the area of personal and career development. Students will create their own professional e-portfolio and develop Web content for a commercial, nonprofit, or public organization. Course topics will include site architecture, visual rhetoric, audience analysis, collaboration with graphic designers to create Web pages, ethics, accessibility for disabled users, corporate intranet design, and international considerations.

**PRWR 6860. Intercultural Communication in Context. 3-0-3.**

*Prerequisite: Admission to the MAPW program, or permission of the graduate program director.* A study of written communication across cultures. Course will use a case studies format to

explore principles for effectively communicating in English across different cultures. Topics will include document design for international audiences, rhetorically sensitive strategies, issues of translation and contrastive rhetoric. Students will be able to study a specific type of written communication in a specific region or regions of the world according to their interests and need.

**PRWR 7500. Advanced Creative Writing. 3-0-3.**

*Prerequisite: Admission to the MAPW program, or permission of the graduate program director, 6000-level creative writing course in the appropriate genre, and permission of instructor.*

Advanced workshop course in either fiction, poetry, play, literary nonfiction, or screen and television writing. Open only to students who have already reached a fairly high level of accomplishments in the genre.

**PRWR 7600. MAPW Practical Internship. 1-6. (Up to six hours may be used to satisfy MAPW degree requirements.)**

*Prerequisite: Admission to the MAPW program or permission of the graduate program director and/or faculty advisor.*

Guided and supervised practical experience in one concentration of the MAPW Program.

**PRWR 7900. Special Topics. (Repeatable) 3-0-3.**

*Prerequisite: Admission to the MAPW program or permission of the graduate program director.* Exploration of a specifically designed topic.

**PRWR 7950. MAPW Directed Study. (Repeatable once). 3-0-3.**

*Prerequisite: Admission to the MAPW program, or permission of the graduate program director, PRWR 6000, and a graduate course in the field of the directed study.*

An intensive, advanced investigation of selected topics derived from individual courses of study. The content will be determined jointly by the instructor, the student, and the student's advisor. The proposed course of study must be submitted to the graduate director by a deadline published each term for MAPW Committee approval.

**PRWR 7960. MAPW Capstone Project. 1-6 credit hours.**

*Prerequisite: Completion of 27 credit hours in the MAPW program and at least four courses in the concentration; approval of capstone committee.*

A project designated as a thesis, portfolio or practicum and accompanied by a rationale for its purpose and design that involves electronic and/or print media and is relevant to the student's concentration in professional writing. After submitting an approved capstone proposal, the candidate works under the direction and advice of two faculty members to produce the project. The candidate must submit the capstone project at least two weeks before either 1) a discussion about the project with the faculty committee, or 2) a public presentation about the project or a reading from the project for an audience of faculty and peers. The candidate will consult with the capstone committee chair and committee member about which option to choose.

