

Professional Writing

Master of Arts in Professional Writing (MAPW) Contact Information

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MAPW Program Description

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). 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, Mailbox Drop 2701, 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. One copy of representative writing samples from both the concentration and the support area, not to exceed 25 pages.
5. A letter of recommendation is optional.

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

International applicants have additional requirements. See Graduate Admission section of this catalog.

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.

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 pages 182-184.

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 3

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 24

- 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 6240: Technical Writing
- PRWR 6260: Managing Writing in Organizations
- PRWR 6280: Business and Technical Editing
- 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 7550: Advanced Applied Writing
- 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**6**

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 6240. Technical Writing. 3-0-3.

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

An intensive workshop focused on creating technical documents for clients, consumers, and the general public. Topics addressed will include the history, function, theory, and ethical practice of technical writing. Students will become more capable and informed technical writers and potential leaders in their organizations.

PRWR 6260. Managing Writing in Organizations. 3-0-3.

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

A foundational course introducing students to organizational writing and the planning that informs it. Students will learn to think creatively and systematically about the writing needs of businesses, nonprofit organizations, and government agencies. They will analyze the missions, constituencies, structures, and cultures of existing organizations to identify the most appropriate rhetorical strategies and products for organizations in their real-world contexts. Next, students will draft a plan for an organization, which may include a mission statement, key messages, organizational branding, a list of essential (print, electronic, audio, and video) documents, a yearly calendar of events and document releases, a budget and production plan, and a distribution plan for key documents. In addition, students will study how professional writers face situations that require ethical analysis and action to guard an organization's mission and reputation. The course will also inform students about careers available to organizational writers and the technologies they use in performing their work.

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

Prerequisite: Admission to MAPW program or permission of graduate 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 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 7550. Advanced Applied Writing. 3-0-3. (Repeatable).

Prerequisite: Admission to the MAPW program or permission of the graduate program director; PRWR 6260 or permission of instructor.

This advanced applied writing course builds on the lessons of PRWR 6260 and is intended for students studying applied writing. Focusing each semester on a significant topic in applied writing, the course will offer students advanced, in-depth study of subjects critical to organizational writers such as grant and proposal writing, organizational writing for external audiences, organizational writing for internal audiences, and instruction in multimedia writing. The course will involve substantial service-learning writing assignments to prepare students for careers as professional writers in corporate, nonprofit, and governmental organizations. Students will collaborate with clients and classmates as they plan, draft, and finalize short, long, and electronic texts. In addition to reading and critiquing written texts, each course will include appearances by guest speakers whose current and previous employment experiences provide insights into the careers of those who write for

organizations.

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.

Graduate Certificate Program in Creative Writing

Contact: Dr. Jim Elledge, Program Director
 Office: (770) 499-3335
 Fax: (770) 423-6524
 email: jelledg1@kennesaw.edu
 Web address: <http://mapw.kennesaw.edu/creativewriting.shtml>

Admission Requirements

1. A completed KSU application form, indicating application to the Graduate Certificate in Creative Writing Program
2. An application fee
3. Official undergraduate transcripts
4. Official graduate transcripts, if applicable
5. A minimum undergraduate grade point average of 2.5 on a 4.0 scale or a minimum graduate grade-point average of 3.0 on a 4.0 scale
6. Immunization requirement (see Graduate Admission section of catalog)
7. A statement of purpose that explains: the genre of concentration; what the student wishes to achieve from the program; any experience the student already has in writing (i.e., workshops or literature classes, reading and writing habits, membership in writers' organizations, awards, publications, and the like)
8. A writing sample in the genre of concentration:
 - Prose Fiction and Creative Nonfiction: 25 double-spaced pages (excerpts are acceptable)
 - Poetry: 10 poems or 10 pages
 - Play writing and Screenplay Writing: 25 pages of script
9. Optional: A letter of reference from someone who can evaluate the student's: creative writing skills commitment to creative writing and academic work

Graduate Certificate in Creative Writing

A Graduate Certificate in Creative Writing Program is offered through the Master of Arts in Professional Writing Program in the English Department, College of Humanities and Social Sciences, at Kennesaw State University. A unique four-course, non-degree program, its mission is to provide instruction and membership in a community of writers to qualified writing students in metro Atlanta and North Georgia who seek intensive creative writing practice but who do not want to matriculate in a graduate program.

This Graduate Certificate program allows qualified writers to study in graduate-level writing workshops taught by professional writers on the Kennesaw State University faculty.

A student coming into the Certificate Program would have to choose one of the creative writing genres offered in the MAPW program: fiction, poetry, screen writing, or creative nonfiction. Once a genre discipline is selected, the student would be expected to complete workshops in only that genre. For example, a student might select to study for the Graduate Certificate in Creative Writing and focus in fiction writing.

See creative writing courses listed in the Master of Arts in Professional Writing Program on pages 178-181.

Graduate Certificate Program in Professional Writing for International Audiences

Contact: Dr. Jim Elledge, Program Director
 Office: (770) 499-3335
 Fax: (770) 423-6524
 Web address: <http://mapw.kennesaw.edu/internationalaudiences.shtml>

Professional Writing for International Audiences Certificate Admission Requirements

Applicants will be admitted to the Graduate Certificate in Professional Writing for International Audiences when they have satisfied the KSU non-degree admission requirements.

1. A bachelor’s or graduate degree from an institution accredited in a manner accepted by KSU;
2. A minimum undergraduate grade point average of 2.5 on a 4.0 scale and a minimum graduate grade-point average of 3.0 on a 4.0 scale.

The application documentation for this certificate consists of:

1. A completed KSU application form, indicating application to the Graduate Certificate in Professional Writing for International Audiences
2. An application fee
3. Official undergraduate transcripts
4. Official graduate transcripts, if applicable
5. A minimum undergraduate grade point average of 2.5 on a 4.0 scale or a minimum graduate grade-point average of 3.0 on a 4.0 scale
6. Immunization requirement (see Graduate Admission section of catalog)
7. A statement of purpose that explains: what the student wishes to achieve from the program; any experience the student already has in writing, i.e., workshops, reading and writing habits, membership in writers’ organizations, awards, publications;
8. A writing sample
9. Optional: A letter of reference from someone who can evaluate the applicant’s writing skills

Graduate Certificate in Professional Writing for International Audiences

The Certificate will be writing-based, which distinguishes it from traditional Teachers of English to Speakers of Other Languages (TESOL) programs. The certificate is distinctive from TESOL programs because it does not focus on teaching English to non-native users. Rather the focus will be on how English users from different cultural and linguistic traditions can communicate more effectively in a variety of written media such as e-mail, Web pages, brochures, and formal documents. Consequently, there will also be an emphasis on the process of document creation that requires collaboration between native and non-native English speakers and the need for cultural and linguistic sensitivity to increase the effectiveness of the working relationship. Educators who are aware of these differences can use this insight in classrooms, particularly in cases when international students work with American students on writing projects and other classroom activities. This Certificate will also benefit professionals working in non-profit organizations, government employees, and others who work with or write for a large population of non-native English speakers.

Required Courses:

PRWR 6750	Teaching Writing to Speakers of Other Languages	3	9
PRWR 6760	World Englishes	3	
PRWR 6860	Intercultural Communication in Contexts	3	

Select one of the following:

3

198 Master of Arts in Professional Writing

PRWR 7600 Internship
(Graduate Certificate in Professional Writing for International Audiences - cont'd)

Applied:

PRWR 6850 Writing for the Web
PRWR 6250 Corporate Communication

Composition and Rhetoric:

PRWR 6650 Introduction to Literacy Studies
PRWR 6150 Context, Style, and Audience in Professional Writing

PROGRAM TOTAL: 12

See professional writing courses listed in the Master of Arts in Professional Writing Program on pages 178-181.