The reading list for the MA qualifying examination in Professional Writing

Theories in Rhetoric and Professional Writing

Peeples, T. (Ed.). (2003). *Professional writing and rhetoric: Readings from the field.* New York: Longman

This edited reader contains 25 papers that introduce students to rhetoric and professional writing. The book includes four parts and addresses such essential questions as what is rhetoric, what is the relationship between professional writing and rhetoric, and why is professional writing a social practice, a collaborative practice, and a productive art.

The scholarly research articles in the two most recent volumes (years) of *Technical Communication* (excluding the issues published in the semester in which exams are taken)

Technical Communication*, the Society for Technical Communication's academic journal, publishes articles about the practical application of technical communication theory and serves as a common arena for discussion by practitioners. Technical Communication includes both quantitative and qualitative research while showcasing the work of some of the field's most noteworthy writers. (NOTE that* Technical Communication *is different from* Technical Communication Quarterly. *You are supposed to read* Technical Communication.*)*

Genre and Discourse

Genre

Bawarshi, A. S., & Reiff, M. J. (2010). *Genre: An introduction to history, theory, research, and pedagogy.* West Lafayette, IN: Parlor Press

This book provides a critical overview of the rich body of scholarship that has informed a "genre turn" in writing research and practice, including a range of interdisciplinary perspectives from rhetorical theory, applied linguistics, sociology, philosophy, cognitive psychology, and literary theory. This book is an open-access book at the Writing across the Curriculum (WAC) Clearinghouse website at http://wac.colostate.edu/books/bawarshi_reiff/

Discourse

Jones, R. H. (2012). *Discourse analysis: A resource book for students.* New York: Routledge

This introductory text covers the major areas of discourse analysis. It includes multimodal examples throughout the text. Additionally, this text includes excerpts from the major researchers in each area of discourse analysis covered.

Style, Editing, and Visual Rhetoric and Design

<u>Style and Editing</u>

Williams, J. M., & Colomb, G. G. (2010). *Style: Lessons in clarity and grace (10th Ed.).* New York: Longman.

All classic for people in many disciplines, this book presents an argument for what constitutes good style in any discipline. Students should have familiarity with his basic concepts, but should also be aware of the limitations of his approach for some writing situations.

Fahnestock, J. (2011). *Rhetorical style: The uses of language in persuasion.* New York: Oxford University Press.

A comprehensive guide to the language of argument, Rhetorical Style offers a renewed appreciation of the persuasive power of the English language. Drawing on key texts from the rhetorical tradition, as well as on newer approaches from linguistics and literary stylistics, Fahnestock demonstrates how word choice, sentence form, and passage construction can combine to create effective spoken and written arguments.

Rude, C., & Eaton, A. (2011). *Technical Editing (5th Ed.).* New York: Longman.

This book reflects recent changes in technology, workplace practices and the global marketplace. It progresses from concepts and basic copyediting to comprehensive editing, management, and production issues.

<u>Visual Rhetoric and Design</u>

Golumbisky, K., & Hagen, R. (2010). *White space is not your enemy: A beginner's guide to communicating visually through graphic, Web and Multimedia Design.* New York: Focal Press

This full-color book covers all of the basics to help you produce evocative designs that work. Topics include: What is design?, Pre-design research and brainstorming, the "works-every-time layout," "13 layout sins," the elements and principles of design, and many other related topics.

Prelli, L. J. (Ed.). (2003). *Rhetorics of display,* Columbia, SC: University of South Carolina Press

This collection of essays edited by Lawrence Prelli, works from the Aristotelian notion of display (epideictic rhetoric) and analyzes visual representations such as memorials, cemeteries, iconic photographs, and tattoos.