

Master of Arts in Technical and Professional Writing

Dean of the School of Arts and Letters: Dr. Mary Wearn
Chair of the Department of English: Dr. Chip Rogers

Graduate Program Coordinator, Master of Arts in Technical and Professional Writing: Dr. Benita Muth
(478) 471-5758, office

Email: benita.muth@mga.edu

College of Arts and Sciences
English Department
100 University Parkway
Macon, Georgia 31206

Mission Statement (Master of Arts in Technical and Professional Writing)

Administered by Middle Georgia State University's Department of English, the Master of Arts in Technical and Professional Writing was developed as a cross-disciplinary graduate degree by the Department of English, the Department of Media, Culture, and the Arts, and the Department of Information Technology. The program teaches the knowledge and skills for the analysis, design, and production of documents in our high-tech age and prepares graduates for professional careers as writers, editors, researchers, web-content managers, and related careers in education, advertising, human resources, business, government, non-profits, museums, marketing, and libraries. The program includes study in theories of rhetoric, the craft of technical and professional writing, and advanced digital literacy. The program also offers instruction in document design, document production, and editing. Other topics include visual rhetoric and multimedia composition, usability testing, project management, website development, and publishing across print and digital platforms. This graduate degree in technical and professional writing teaches the knowledge and skills necessary for the analysis, design, and production of documents within competitive professional environments that value and reward high-level writing and digital acumen.

Master of Arts in Technical and Professional Writing

Program Format and Degree Requirements: Begins Fall 2020

A. Core Courses (21 hours)

ENGL 5106 - Technical Writing in the Digital Age (Credit: 3 hours)

NMAC 5108 - Writing and Publishing in Digital Environments (Credit: 3 hours)

ITEC 5300 - Web Development (Credit: 3 hours)

ITEC 5320 - Instructional Design (Credit: 3 hours)

COMM 5000 - Rhetoric: Written, Visual, and Oral Communication (Credit: 3 hours)

ENGL 5206 – Public and Professional Writing (Credit: 3 hours)

ENGL 5650 - Theory and Practice in Editing and Style (Credit: 3 hours)

B. Elective Courses (9 hours)

Students will take **three** of the following 4 courses

- MCOM 5131 – News Writing and Reporting (Credit: 3 hours)

- ITEC 5310 - Human Computer Interaction (Credit: 3 hours)
- ENGL 6100 – Seminar in Landmark Reports and Papers (Credit: 3 hours)
- COMM 6610 – Social Media Communication and Advertising (Credit: 3 hours)

Total Hours: 30

Course Descriptions (Master of Arts in Technical and Professional Writing)

ENGL 5106 – Technical Writing in the Digital Age 3-0-3

Credit: 3 hours

Prerequisite: Meet Graduate Certificate Admissions Requirements or Permission of Graduate Program Coordinator

Description: The course provides intensive study of principles and strategies in composing technical communications. It promotes sophisticated analysis of audience and develops nuanced rhetorical skills for crafting succinct, optimally readable documents in a variety of print and digital genres.

Lecture/Lab: 3 hours a week

NMAC 5108 – Writing and Publishing in Digital Environments 3-0-3

Credit: 3 hours

Prerequisite: Meet Graduate Certificate Admissions Requirements or Permission of Graduate Program Coordinator

Description: This course examines composition through the theory and practice of digital writing. It examines the ongoing evolution of writing and publishing in digital environments and its impact on personal, professional, and community-based projects. It prepares graduate students to analyze and solve design problems related to rhetorical delivery and content management in digital and online contexts. Individual and collaborative projects will require students to work flexibly across various digital platforms.

Lecture/Lab: 3 hours a week

ITEC 5300 – Web Development 3-0-3

Credit: 3 hours

Prerequisite: Meet Graduate Certificate Admissions Requirements or Permission of Graduate Program Coordinator

Description: This course includes a comprehensive coverage of web page design theory and development technologies. Students will use a popular content management system to develop responsive, mobile-first websites. Other topics include web site marketing, hosting, and accessibility issues. Critical thinking will be encouraged through web development projects, course discussions, and research on web accessibility and the use of web pages as communication tools.

Lecture/Lab: 3 hours a week

ITEC 5310 – Human Computer Interaction 3-0-3

Credit: 3 hours

Prerequisite: Meet Graduate Certificate Admissions Requirements or Permission of Graduate Program Coordinator

Description: This course covers the theory of human-computer interaction, user interface design, and usability analysis. Students will learn principles and guidelines for usability, quantitative and qualitative analysis methods, and apply them through critiques of existing interfaces and development of new ones. Topics covered will also include cognitive models, task analysis, psychology, experimental design, and prototyping methods.

Lecture/Lab: 3 hours a week

ITEC 5320 – Instructional Design

Credit: 3 hours

Prerequisite: Program Admissions Requirements or Permission of Graduate Program Coordinator.

Description: This course examines the processes of instructional systems design within a project-based context. Practical aspects of instructional or learning systems design in the classroom and workplace are learned while completing project work. This course also provides a study of the principles of designing and developing instructional content to communicate technical information for the Web and other environments for both technical and non-technical users. The course will help students analyze, apply, and evaluate principles of the instructional design process to develop education and training materials spanning a wide range of knowledge domains and instructional technologies.

Lecture/Lab: 3 hours a week.

COMM 5000 - Rhetoric: Written, Visual, and Oral Communication 3-0-3

Credit: 3 hours

Prerequisite: Acceptance into the MA in Technical and Professional Writing program or Permission of Graduate Program Coordinator

Description: The course covers contemporary rhetorical theory and its development from classical rhetoric. The course emphasizes the impact of rhetorical theory on composition. Students will apply rhetorical theory in oral, written and visual compositions. Critical analysis of discourses, to include the realms of politics, institutions, law, medicine, religion, education, science, and the media, will be studied.

Lecture/Lab: 3 hours a week

COMM 6610 – Social Media Communication and Advertising

Credit: 3 hours

Prerequisite: Admission into the MA in Technical and Professional Writing program or Permission of Graduate Program Coordinator

Description: This course investigates issues related to the impact of social media content and the relationships between organizations and their audiences. Topics include creating brand strategies for social media marketing, effective advertisement, and communication. Students will have an understanding of the drivers of value for a brand and how social media messages differ from traditional media.

Lecture/Lab: 3 hours a week.

MCOM 5131 – News Writing and Reporting 3-0-3

Credit: 3 hours

Prerequisite: Acceptance into the MA in Technical and Professional Writing program or Permission of Graduate Program Coordinator

Description: The course develops skills in news writing and reporting, including feature writing and press releases, with advanced focus on communication theory, research, ethics, and writing across various media platforms.

Lecture/Lab: 3 hours a week

ENGL 5206 – Public and Professional Writing 3-0-3

Credit: 3 hours

Prerequisite: Acceptance into the MA in Technical and Professional Writing program or Permission of Graduate Program Coordinator

Description: The course develops advanced skills in composing and publishing business, professional, and public-sector communications, emphasizing visual design, graphics, desktop publishing, and document management systems. Projects range from small-scale promotional materials to formal proposals and grant-writing.

Lecture/Lab: 3 hours a week

ENGL 5650 - Theory and Practice in Editing and Style 3-0-3

Credit: 3 hours

Prerequisite: Acceptance into the MA in Technical and Professional Writing program or Permission of Graduate Program Coordinator

Description: The course develops skills in editing texts in workplace environments, with a focus on practical, theoretical, and political implications. It promotes polished mastery of grammar and style essential to professional writers and appreciation of a broad range of nuanced rhetorical situations.

Lecture/Lab: 3 hours a week

ENGL 6100 – Seminar in Landmark Reports and Papers 3-0-3

Credit: 3 hours

Prerequisite: Acceptance into the MA in Technical and Professional Writing program or Permission of Graduate Program Coordinator

Description: The course analyzes landmark reports and papers within the context of public discourse through various communication channels and within a variety of discourse communities. Documents of such magnitude as the 9/11 Commission Report, the Warren Commission Report, the Starr Report, the Federalist Papers, the Strategic Defense Initiative, the Tower Commission Report, and the Watergate Documents will be examined.

Lecture/Lab: 3 hours a week.