Technical Communication
COMMUNICATION LITERACY PLAN

Academic Program: Technical Communication and Rhetoric
Program Head: Kelli Cargile Cook
Department/School: Department of English
College: College of Arts and Sciences

Narrative description of the Communication Literacy plan:
Because the Bachelor in Technical Communication's (BATC's) central goal is to train communicators, all of
our courses inhere communication literacy. Therefore, communication literacy runs through the objectives of
technical communication and rhetoric, a program that focuses on building students’ skills in communication and
preparing students to be employed as technical and professional communicators. We have divided communication
literacy into five literacy clusters, following Cargile Cook (2002): workplace literacy, rhetorical literacy,
technological literacy, linguistic literacy, and cultural literacy.

Students pursuing a degree in technical communication and rhetoric will become proficient in the
following communication modes: written, oral, digital, and multimodal. In doing so, they will be exposed
to the communication literacy subcategories--workplace, rhetorical, technological, linguistic, and cultural--all while engaging in communicative transactions with a variety of local and global audiences.

Our faculty support a clustered approach to students’ engagement with these literacies. This literacy plan
articulates specific courses that engage the literacies in a purposeful and focused way in order to guide
students’ overall proficiency in communication literacy.

Courses in the Communication Literacy plan:
Students will take five courses to complete their Communication Literacy Plan; they will choose one
course from each of the following cluster:

- **Workplace Literacy**: (Choose One) ENGL 4380 AND ENGL 2311 or ENGL 3365
- **Rhetorical Literacy**: (Choose One) ENGL 3362 or ENGL 3363
- **Technological Literacy**: (Choose One) ENGL 3367, ENGL 3368, ENGL 3369
- **Linguistic Literacy**: (Choose One) ENGL 3366 or ENGL 4366
- **Cultural Literacy**: ENGL 2312

Learning outcomes for the Communication Literacy plan:
- **Workplace Literacy**: Students will demonstrate effective workplace practices, such as employing the genres and discursive expectations of communicators in the workplace; designing and deploying professional profiles; collaborating on teams; and planning and managing complex communication projects. (ENGL 2311, 3365, or 4380)
- **Rhetorical Literacy**: Students will analyze and design persuasive texts and artifacts; they will create user/reader/audience profiles, develop communication products to reach specific communities, and assess and refine their communication products based on user experiences. (ENGL 3362 or ENGL 3363)
- **Technological Literacy**: Students will learn to design and research communication using a variety of technologies, gaining agility across technological platforms and the ability to choose which technologies most effectively communicate, mediate, or create effective communication (ENGL 3367, 3368, or 3369)
- **Linguistic Literacy**: Students will capably manipulate language in its atomistic forms of the diction, syntax, and paragraph construction, with a particular understanding of how to mark up, revise, and improve communication. (ENGL 3366 OR 4366)
- **Cultural Literacy**: Students will develop strategies for communication across different cultures using various modes and media. Through collaborative, online, and community-based students will engage in activities that
help them understand cultural difference, and they will learn to work among various cultures as communicators and designers. (ENGL 2312)

**Learning methods or projects that will evidence student competence in the learning outcomes:**

1. Written Projects (ENGL 2311, 2312, 3365, 3362, 3366, 4366): Students will compose projects that evidence their literacies across the CL plan. Instructors of record will choose from a variety of genres and texts as appropriate to the specific course, including proposals, research papers, memos, and evaluation reports.

2. Design Projects (ENGL 2311, 3365, 3367, 3368, 3369): Students will design a range of projects that demonstrate an understanding of technology’s ability to shape and re-shape a document. These documents may include websites, brochures, instructional materials, technical documentation, or videos, among others.

3. Portfolio and Reflections (ENGL 4380): Students will revise written and design projects and curate them into a final portfolio, which will include samples of each literacy as well as a reflection about the portfolio.

**Assessment plan:**
Throughout the curriculum, both written projects and design projects will be assessed by the instructors of record, and students will be offered feedback about improving their comprehension of the communication literacies. Before graduating, students will use this feedback to revise their written and design projects and further demonstrate their communication literacies. In the capstone course, ENGL 4380, their portfolios will be assessed using a shared rubric.