

THE UNIVERSITY OF NORTH CAROLINA AT ASHEVILLE
FACULTY SENATE

Senate Document Number 7414S
Date of Senate Approval 4/03/14

Statement of Faculty Senate Action:

APC Document 62

**Add new LANG courses:
LANG 350, Academic Publishing
LANG 354, Professional Writing**

Effective Date: Fall 2014

1. Add: On page 196, new course, **LANG 350:**

350 Academic Publishing (4)

Principles of academic publishing with opportunities for students to develop, design, edit, and layout electronic publications, including scholarly journals and book projects and individual academic articles under review. While analytical approaches to language, rhetorical communication strategies and editing methods are addressed, this course emphasizes practice, with extensive experience provided using digital tools and software requisite with the current publishing industry as each particular project demands. Prerequisites: LANG 120; LIT 240. Every other year.

2. Add: On page 196, new course, **LANG 354:**

354 Professional Writing (4)

A workshop in advanced prose writing including job materials, applications, proposals, marketing materials, technical and professional writing, and grant applications. Includes project development and management, document design, professional editing, visual rhetoric, formal presentations, and service learning collaboration with local nonprofit organizations. Prerequisite: LANG 120. Every other year.

Impact: No new resources will be required. The courses have been offered for three years in a row as Special Topics courses for majors seeking knowledge and experience in the publishing industry.

Rationale: These courses will bridge the gap between theoretical knowledge and practical skill base while integrating digital technology, enabling students to compile a digital portfolio and gain valuable publishing and professional writing experience.