

# WRITING AND DIGITAL MEDIA, B.A.

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**Begin Campus:** Any Penn State Campus

**End Campus:** Berks

## Program Description

The major is intended to prepare students to write effectively in a variety of workplace and academic settings. Methods of instruction draw upon the strategies and techniques of practicing writers outside of the University, including workshops, peer conferencing, collaborative writing, portfolio preparation, and internships. At the same time, theory courses provide the necessary background to help students understand and appreciate the larger issues surrounding the writing and reading of texts.

As a liberal arts degree, the Writing and Digital Media major is appropriate for students who wish to develop a set of applied communication skills to prepare for a wide range of professional positions or for graduate or professional schools. The degree differs from most current English majors in at least three ways:

1. a practical orientation prepares graduates for employment, in addition to post-graduate English studies;
2. a multidisciplinary focus integrates courses from the liberal arts, business, and information technology; and
3. a required internship ensures that students actively apply their skills.

## What is Writing and Digital Media?

If you enjoy expressing thoughts and ideas through the written word, the B.A. in Writing and Digital Media may be the right degree for you. A degree in Writing and Digital Media will prepare you to write effectively in a variety of workplace and academic settings. It involves the use of precise language to convey information in a way that is easily understood by its intended audience, and it may be used to inform, persuade, instruct, or encourage action. Employers seek graduates with effective writing skills, and the broad nature of this degree opens doors to a variety of careers and to graduate school.

## You Might Like This Program If...

- You enjoy communicating thoughts, ideas, and concepts through the written word.
- You are interested in a degree that emphasizes writing and will provide skills that employers seek.
- You like the flexibility of a broad, liberal arts major that will prepare you to enter a variety of fields or to enter graduate school.

MORE INFORMATION ABOUT WRITING AND DIGITAL MEDIA (<http://berks.psu.edu/ba-professional-writing/>)