

Rhetoric & Professional Writing Program

Learn how to create workplace documents
Develop your understanding of persuasive communication
Gain a competitive edge that pairs well with all kinds of majors
Program Blog: <http://blogs.longwood.edu/rhetoric>

Courses in the Concentration (24 cr.)

Required Courses:

- ENGL 301** Rhetorical Criticism: *Practice in rhetorical approaches to analyze non-literary texts using various theoretical frameworks.* **Spring even years**
- ENGL 302** History of Rhetoric: *A history of the major figures, texts, and rhetorical movements from Gorgias to the 20th century.* **Spring odd years**
- ENGL 303** Visual Rhetoric & Document Design: *Study of visual artifacts as ideological constructs. Practice of visual rhetoric in the design of workplace documents.* **Fall odd years**
- ENGL 305** Rhetoric & Public Culture: *Exploration of classical and contemporary rhetorical principles within a featured segment of public culture.* **Every Fall**
- ART 353** Artists' Books: *An introduction to bookmaking, tools, design, image melding, and structure.* Or **ART 357** Editions: *An integration of papermaking, printmaking, bookbinding, image, and text.* **Every Spring**
- ENGL 319** Technical Writing: *Creation of instruction manuals and concise data displays. Practice in translating technical language for the non-specialist.* **Every semester**
- ENGL 470/570** Professional Writing Skills: *Creation of workplace documents such as memos, brochures, formal reports, informal reports, and job application documents. Client project required.* **Every semester**
- ENGL 492** Internship in Professional Writing: *Fulfills Gen Ed goal 14. 3 credits, each credit represents 45 hours of work. The student can do a combination of on-site work and a research paper to meet hours required. See student examples at <http://blogs.longwood.edu/englrhetpwinternships>*



Courses in the Minor (18 cr.)

Required Courses (9 hours):

- ENGL 303** Visual Rhetoric & Document Design.
- ENGL 319** Technical Writing.
- ENGL 470** Professional Writing Skills.

Electives (9 hours, choose 3 below):

- ENGL 301** Rhetorical Criticism.
- ENGL 302** History of Rhetoric.
- ENGL 305** Rhetoric & Public Culture
- ART 353** Artists' Books.
- ART 457** Editions.
- ENGL 492** Internship in Professional Writing.
See student examples at <http://blogs.longwood.edu/englrhetpwinternships>

Faculty Contacts:

Dr. Elif Guler
Program Coordinator
gulere@longwood.edu
434.395.2423

Dr. Heather Lettner-Rust
Associate Prof. of Rhetoric and Composition
lettnerusthg@longwood.edu
434.395.2162