



Professional Writing Concentration or Minor



- ⇒ Become an expert in writing and persuasion for various professional contexts
- ⇒ Widen your pool of career opportunities (Content Creator, Editor, Grant Writer, Marketing Director, Social Media Manager, Technical Writer and so on)
- ⇒ Gain a competitive advantage in the job market for any major (Business, Communication Studies, Criminal Justice, Pre-Law Prep, Sciences, and so on)

Required for all (9 Credits)

ENGL 219 Introduction to Rhetorical Studies:

Learn foundational rhetorical concepts, persuasion theories, and practices in the field. Fall odd years

ENGL 301 Rhetorical Criticism: *Study various methods of rhetorical criticism for a systematic analysis of real-world artifacts in digital, print, and architectural spaces. Spring even years*

ENGL 319 Technical Writing: *Practice translating technical language for the non-specialist by creating instruction manuals and concise data displays. Every semester*

OR

ENGL 470 Professional Writing Skills: *Practice creating workplace documents (e.g., memos, brochures, formal reports, application materials). Every semester*

Faculty Contacts

Dr. Elif Guler, Coordinator
gulere@longwood.edu

Dr. Heather Lettner-Rust
lettnerusthg@longwood.edu

Ms. Elise Green
greenae4@longwood.edu

Electives (Select 9 credits)

ENGL 210 Introduction to Digital Writing:

Practice writing in digital spaces while studying the impact of audiences, purpose, context, and genres. Every fall semester

ENGL 303 Visual Rhetoric: *Study how people process visual information as influenced by cultural contexts. Practice visual rhetoric in the design of workplace documents. Fall odd years*

ENGL 305 Special Topics in Rhetoric/Prof W:

(e.g., Intercultural Rhetoric, Popular Culture, Presidential Rhetoric, Rhetoric of Apology, and so on.)

Fall even years

ENGL 492 Internship in Professional Writing:

Fulfills Gen Ed goal 14. 3 cr. (each credit 45 hours of work). A combination of on-site work and a portfolio. See <blogs.longwood.edu/englrhetpwinternships>.

ENGL 490 Independent Study

ENGL 319 Technical Writing

OR

ENGL 470 Professional Writing Skills

For more information:

<http://blogs.longwood.edu/rhetoric/>

Concentration can be declared by English majors. Minor can be declared by all majors.

18 credits