



# 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*

## 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](http://blogs.longwood.edu/englrhetpwinternships)>.*

## Faculty Contacts

**Dr. Elif Guler**, Coordinator  
[gulere@longwood.edu](mailto:gulere@longwood.edu)

**Dr. Heather Lettner-Rust**  
[lettnerusthg@longwood.edu](mailto:lettnerusthg@longwood.edu)

**Dr. Elise Green**  
[greenae4@longwood.edu](mailto:greenae4@longwood.edu)

**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**