

# The Professional Writing Program



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

## *Courses in the Concentration (24 credits)*

ENGL 301 Rhetorical Criticism  
ENGL 302 History of Rhetoric  
ENGL 303 Visual Rhetoric & Document Design  
ENGL 305 Adv. Topics in Rhetoric & Prof Writing  
ENGL 319 Technical Writing  
ENGL 470 Professional Writing Skills  
ENGL 492 Internship in Professional Writing  
ART 353 OR 357 Artists' Books OR Editions

## *Courses in the Minor (18 credits)*

### Required Courses (9 hours):

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

### Electives (9 hours, choose three courses):

ENGL 301 Rhetorical Criticism  
ENGL 302 History of Rhetoric  
ENGL 305 Adv. Topics in Rhetoric & Prof Writing  
ENGL 492 Internship in Professional Writing  
ART 353 Artists' Books  
ART 457 Editions

### Faculty Contacts:

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## *Course Descriptions*

**ENGL 301 Rhetorical Criticism:** *Study various methods of rhetorical criticism for a systematic analysis of persuasive tools used by a rhetor. Spring even years*

**ENGL 302 History of Rhetoric:** *Study major figures, texts, and rhetorical movements from ancient Greece to the 20<sup>th</sup> century. Spring odd years*

**ENGL 303 Visual Rhetoric & Document Design:** *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 Organizational Rhetoric:** *Study strategies to develop and critique organizational messages used to promote identity, manage an issue, recruit and retain employees and volunteers, and so on. Fall even years*

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

**ART 353 Artists' Books:** *An introduction to bookmaking, tools, design, structure, etc. Or ART 357 Editions: An integration of papermaking, printmaking, bookbinding, image, and text. Every Spring*

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

**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 research paper. See [blogs.longwood.edu/englrhetpwinternships](http://blogs.longwood.edu/englrhetpwinternships)*