Why should I study PWR?
The Professional Writing and Rhetoric (PWR) concentration within the English major engages students in a deep understanding of the study of rhetoric. The PWR concentration is not distinctly a pre-professional program, but does prepare students to think critically and communicate effectively in everyday life, as well as to contribute in a workplace contexts. Please see the PWR Programmatic Goals and Assumptions for more information on pedagogy.

How can PWR apply to my future career?
PWR is applicable to a wide range of professional contexts. PWR can be found wherever deliberate and effective communication is desired. PWR majors are strong communicators and can adapt to nearly all career fields. Past graduates have gone into publishing and journalism, marketing, public relations, law, non-profits, human services, among others.

The PWR program pairs well with other English concentrations (Creative Writing, English Teacher Licensure, and Literature), majors (such as Communications, Philosophy, etc.), or minors (such as Multimedia Authorship, Communications, Philosophy, etc.). If you are interested in pairing PWR with another major, you might consider the Professional Writing Studies minor.

Will I need to complete an internship?
All PWR majors are required to complete a two-credit internship. A PWR faculty member will advise you and develop a curriculum to structure your internship. For more information about what internship are best for this concentration please visit the internship guide.

Past interns have been:
- Grant writers
- Research assistants
- Fashion bloggers

First Year
- ENG 215 (4 s.h.) Intro to PWR
- ENG 200-level (4 s.h.) Literature
- ENG 210-219 / 310-319 (4 s.h.) Writing

Sophomore Year
- ENG 200-level (4 s.h.) PWR
- ENG 304 (4 s.h.) Language Studies
- ENG 282 (2 s.h.) CUPID Studio
- ENG 381 (2 s.h.) PWR Internship

Junior Year
- ENG 397 (4 s.h.) Writing as Inquiry
- ENG 313 (4 s.h.) Special Topics in PWR
- ENG 300-level (4 s.h.) Literature

Senior Year
- ENG 300/400-level (4 s.h.) PWR
- ENG 300-level (4 s.h.) Outside PWR
- ENG 497 (4 s.h.) PWR Senior Seminar
Graduation Requirements

Portfolio
Throughout your undergraduate career, you will accumulate projects that represent your developing PWR identity. In the fall of your senior year, you will design a digital portfolio housing about 12 projects and your narrative explanations for choosing your pieces.

Tip: Visit the portfolio page of the PWR website for inspiration and examples.
Tip: Be creative with your selections of sample work.

Capstone Project
As the name suggests, the senior capstone project is the accumulation of your PWR studies. Your senior seminar class is designed to guide you through your project management. Past projects have included personal branding guides, food blogs, educational materials for non-profit organizations, and many more!

Tip: Start thinking about your professional interests early.
Tip: Use your project to unite your other interests and activities with PWR.

Senior Showcase
After completing your capstone project, you will present your hard work at the Senior Showcase in April of your senior year. You will design a poster, prepare a short pitch, and answer audience questions.

Tip: See past examples of posters in the room adjacent to CUPID studio.
Tip: As an underclassman, attend other classes’ senior showcases.

Exit Interview
In April of your senior year, you will gather with your PWR classmates and faculty for a group exit interview. Faculty members will ask you questions about your PWR identity/definition and usage of rhetorical communication.

Tip: Keep a master spreadsheet of all the rhetorical strategies you learn.
Tip: Document how your PWR identity evolves throughout your coursework.

What other experiential learning courses will be helpful?

Writing Center Consultants
ENG 319

Improves writing skills and understanding of PWR, different genres and fields of study.
Helps to acquire an on-campus working position.

Highway 64 Project Contributors
ENG 397

Develops methods of inquiry as part of class travel writing project
Provides practice in writing, revision, collaboration, and design skills in travel writing blog.

CUPID Associates
ENG 282 & 415

Improves understanding of PWR
Improves technology and writing skills.
Provides chances to help and work with others.
Provides opportunities for in depth PWR projects.