Public and Professional Writing

HIGH POINT UNIVERSITY
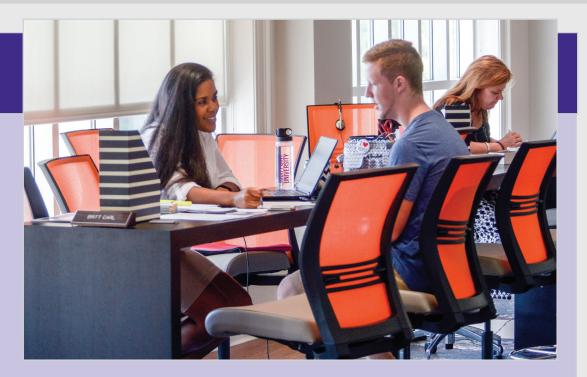
Active learning

The public and professional realms require keen researchers, effective communicators, and rhetorical problem solvers. The English minor in Public and Professional Writing aims to develop these capacities in a curriculum that foregrounds writing as a form of action and helps students develop a reflective public and professional self.

What can I do with this **minor**?

A minor in public and professional writing can help students distinguish themselves in their chosen professions. It also expands their career opportunities to include:

- Professional writer
- Business communications specialist
- Technical writer
- Science writer
- Usability expert
- Social media specialist
- Technical editor or publisher
- Digital journalist
- Public relations specialist
- Copy editor
- Teacher/professor

"Your company is only as good as its writing."

– Kyle Wiens, CEO, iFixit. Published in *Harvard Business Review*, 2013.

Rhetorical flexibility

In addition to practicing writing typical to workplace settings, students who minor in Public and Professional Writing will learn rhetorical flexibility and the ability to analyze and respond to writing contexts. Public and Professional Writing program participants will explore how writers navigate dynamics to pursue professional goals, serve a public interest, and construct diverse audiences as publics. Students who want to use writing for social action or to enhance their professional and public lives are good candidates for the PPW minor. In advanced courses, students will make their previous or concurrent writing contexts--their academic major, internship, civic engagement, publishing experience, and so on–the object of study, creating an integrative learning experience.

highpoint.edu/english

Public and Professional Writing Outcomes

The PPW minor is designed to prepare students with an ability to:

1. Analyze a discourse community by identifying its ethical norms, goals, power relations, and the socially and historically constructed features of its practices and artifacts.

2. Evaluate the authority, credibility, and relevance of information and develop a repertoire of research strategies.

3. Demonstrate both rhetorical flexibility and a sophisticated command of generic, formal, and stylistic conventions.

4. Envision a public and professional self that builds on past experience and across multiple contexts.

Employment of technical writers is projected to grow **10 percent** from 2014 to 2024, *faster than the average for all occupations.*

- U.S. Bureau of Labor Statistics