

DAEMEN

English-Professional Writing & Rhetoric

Degrees Offered:

Bachelor of Arts in English, with a Professional Writing and Rhetoric (PWR) Specialization

Minors Offered:

- Literature and Composition
- Literature
- Public Relations
- Political Communication

Career Options:

Professional or Technical Writer, Magazine or Book Editor, Proofreader, Media or Public Relations specialist, Journalist, Administrator, Communications Associate, Marketing Coordinator, and a variety of career options requiring strong writing and analytical skills. Students continuing to graduate school can pursue professional careers in public relations, technical writing, administration, business, marketing, and media.

Why English at Daemen?

- In addition to studying literature, you can choose your area of specialization in writing, selecting a variety of innovative courses on topics such as Rhetoric and Argumentation, News Writing, and Writing for Media.
- Small class sizes (12:1 student/faculty ratio) facilitate interaction with faculty members dedicated to teaching through personal attention to each student.
- Students and faculty in the PWR program recognize the power and dynamism of communication in the twenty-first century workplace, and we work together to tailor courses, real-world writing opportunities, and the classroom environment to engage students in the kinds of investigative, enterprising, and creative strategies writing professionals use in their everyday work.
- Our cohort approach allows for English majors to be in the same English courses their first four semesters.
- The core English curriculum prepares students for positions that require reading, writing, critical and creative thinking abilities, as well as for graduate study in a variety of professional fields.

Did you know...

English students at Daemen have taught literacy, worked in local television news, studied abroad in Ireland, completed internships with major US companies, traveled to London to visit literary sites, made documentary films, attended journalism conferences in Washington, D.C., and conducted research in the British Library.

- Students in the PWR track will become well practiced in composing purposeful, powerful, and persuasive writing that suits differing audiences, contexts, and media. Our program encourages students to select coursework targeted toward their professional interests and strengths—journalism, public relations, writing studies, and rhetoric—while exploring principles and tactics employed in writing across public, workplace, and educational settings.

English Students at Daemen are INVOLVED:

PWR students write for and edit *Insight*, Daemen’s online student newspaper, and *The Iconoclast*, the campus literary magazine. English Club members organize and participate in a variety of events, including the Shakespeare Banquet and literary trips abroad.

- Students gain real-world experience through both internship positions with area businesses and campus activities. Recent internships with employers such as BlueCross BlueShield, Shea’s Performing Arts Center, and Spectrum News have placed students in real work environments where they can practice their writing skills. PWR majors have also served as Academic Festival editors, writing coaches, and student leaders.
- Take advantage of the many opportunities in front of you. Visit the Tower of London and Westminster Abbey. Attend a conference and meet prize-winning journalists in Washington, D.C. Join Sigma Tau Delta, the national honor society for English majors. Share your work at a campus poetry reading. Put on scenes from a Shakespeare play and enjoy a Renaissance feast! Tour the homes of Emily Dickinson and Nathaniel Hawthorne, and walk around Thoreau’s Walden Pond.

Recent Graduates’ Jobs:

Financial Associate for Digital Media, GroupM; Customer Care Agent, Yahoo!; Representative, Internal Revenue Service; Communications Assistant, The Fresh Air Fund; Writer, SAWS; Head of Reference Services and Lecturing Fellow, Duke University Law School; Marketing Project Coordinator, H&K Publications; Law Student, University of South Carolina School of Law; Counselor, Horizon Health Services; Brand Manager, Nestlé Purina North America; Entrepreneur, Storillo.



Aaliyah, English-Professional Writing & Rhetoric, Class of 2021

“After I graduate from Daemen, I will have the skills I need to work in many kinds of positions. My dream job is a tie between working as a publicist for a company or celebrity, or working in the event planning industry. These professions not only involve what I am learning in the classroom, but also things that I learn through leadership positions with clubs and committees. I have a very big support system through my friends and Daemen faculty—they see my passion and my ability to excel in both areas.”

Aaliyah is writing in the workplace

Being a student in the English Department has helped me to build close relationships with my professors. I am always excited to be asked to write for departmental publications. I write news articles for *Insight*, and I now also edit the literary magazine, *Iconoclast*. I am always ecstatic for these opportunities, because they help build my writing skills outside the classroom and add to my professional portfolio. The balance of my classroom writing and writing I do for publication helps to make sure I am prepared for a career in professional writing.”

The confidence to lead

“As a first generation college student, it was very important to me that my college not only increased my knowledge, but also helped with my professional readiness. Four months into my freshman year, I was given the chance to grow in my own professional development through student-run clubs. The confidence I built among my peers encouraged me to seek out leadership opportunities on campus and in the English Department.”

For more information...

Contact Nancy Marck Cantwell, Chair of the English Department, at 716-839-8541 or nmarck@daemen.edu.

