



English-Professional Writing & Rhetoric

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

Minors Offered

- Literature and Composition • Literature • Public Relations • Professional Writing

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 @ 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 Social Media, Rhetoric and Argumentation, News Writing, and Writing for the Web.
- Small class sizes (13:1 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.
- Daemen offers 3 programs in 1 department which are aligned with the college's mission and core competencies: Literature, Writing, and Communications. 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.
- 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.

Where are recent graduates employed?

- Financial Associate for Digital Media, GroupM
- Customer Care Agent, Yahoo!
- Marketing Project Coordinator, H&K Publications
- Graduate Student in Media Studies, The New School, NYC
- Communications Assistant, The Fresh Air Fund
- Customer Service, The Internal Revenue Service
- Brand Manager, Nestlé Purina North America
- Administrator, Sweet Home Productions
- Entrepreneur, Storillo
- Product Specialist, Key Bank

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. They also run weekly meetings of Iconoclub, a workshop for creative writers. 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 British Petroleum 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.

*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, travelled to London to visit literary sites, made documentary films, attended journalism conferences in Washington, D.C., and conducted research in the British Library?



Ricardo, English, Class of 2018

"After Daemen, I want to take my degree and try to make it as a sports broadcaster. For as long as I could remember, I've been told that I have the voice to do TV or radio. My eagerness in wanting to pursue this profession lead me and a classmate to start our own on-campus podcast in partnership with Daemen athletics. This podcast is shown all over campus, and it's exciting because I was able to take concepts I learned in the classroom and apply it to something I'm passionate about. I want to go out there and try to get my foot in any door that would lead me to the career that I've wanted all my life."

Ricardo is writing in the workplace:

"At my internship, I work at a local K-12 school where I contribute to the school's marketing plans to attract prospective students and to inform the community about the school's goals in general. What makes this experience so valuable to me is the fact that it is closely related to my major and what I'm learning in my classes. Seeing how all my classes apply to real-world situations only makes me more eager to take part in internships that broaden my perspective in my field."

Ricardo recalls the best part about being at Daemen:

"Daemen College is such a friendly environment. There are days where it certainly doesn't feel like I'm in school, but instead, it feels like I'm in a small town within a town. It's such a 'Cheers' kind of environment because, no matter where I go on campus, everyone seems to know my name, and a conversation could be found around every corner. Every professor I've encountered lets me know I have plenty of potential to make it after college, and it's just so encouraging as a student to hear that because it keeps me pushing harder to reach that bar that everyone has set so high for me."