WHAT CAN A WRITING, RHETORIC, AND DIGITAL STUDIES MAJOR AT UK DO FOR YOU?

A Bachelor of Arts or Bachelor of Science degree in Writing, Rhetoric, and Digital Studies (WRD) will make you more competitive and successful in any career, especially the increasing number of professions that demand high-level writing abilities. Grounded in the traditions and art of rhetoric, WRD majors learn writing and persuasion for digital environments. An excellent primary major for careers that require strong critical thinking and written communication across various media (print, digital, visual), WRD is also the perfect double major for students who want to couple writing with another course of study. Language, and to carry out in-depth research and writing. International Studies majors graduate with skills that enable them to live and work as global citizens throughout the world.

WRD MAJORS CAN AND WILL:

• Analyze public arguments in all media
• Receive intensive instruction in writing
• Understand cultural traditions in language, writing, and visual expression
• Produce written, aural, and digital texts that address public concerns
• Study with nationally recognized, locally respected, award-winning faculty
• Study technical and professional writing
• Learn rhetorical strategies for a number of situations

WRD MAJORS GO ON TO HAVE CAREERS IN:

• Publishing & writing
• Technical writing
• Organizational writing
• Social media/content strategy
• Community advocacy
• User experience research & design
• Freelance writing
• Public relations
• Business & entrepreneurship
• Product management
• Strategic marketing
• Literacy education
• Higher education
• Grant writing
• Publishing
• Editing
• Medicine & healthcare industry
• Politics
• Law

To learn more about majoring in Writing, Rhetoric & Digital Studies contact Dr. Michael Pennell at michaelpennell@uky.edu or visit wrd.as.uky.edu.