



ENGLISH 3604 | FALL19 PERSUASIVE WRITING

effective writing for everyday contexts

This course considers the mechanics of persuasion in **everyday writing**, from social media posts, to advertising copy, to application letters, to personal narratives, to advice columns...and everything in between. This is *not* a course focused on academic writing, in other words. Instead, we will study what makes writing work in some of these genres with which you no doubt already have some experience, but we will draw on the tools of **rhetoric** and **the rhetorical tradition** to consider how to become stronger, more effective writers in these everyday contexts.

Have questions? Contact **Dr. Will Duffy** (weduffy@memphis.edu)