ENGL 3601.M50: Intro to Technical and Professional Writing
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Online, Asynchronous

ENGL 3601 gives students the opportunity to learn, **experiment with**, and apply principles of technical writing and rhetoric to workplace communication, **public online writing**, and civic engagement. This section is centered on **digital literacy** and is made up of four units: corporate workplace writing (copywriting, style guides, etc.), online content creation & social media (social media activism, the video essay, SEO writing), professional networking (LinkedIn pros and cons, the digital footprint, etc.), and the online job market (finding jobs, virtual interviews, remote work).

Students will have the **opportunity to tinker** with a variety of writing genres, scenarios, audiences, and writing platforms/tools, and will leave this course not only with tangible, career-ready skills, but also with a better understanding of **Web 4.0's rhetorical situation** as well as **their place and space** within this new situation.