

DOCTOR OF PHILOSOPHY IN RHETORIC

Web Site: <https://twu.edu/english-rhetoric-spanish/graduate-programs/phd-in-rhetoric/>

Marketable Skills

Defined by the Texas Higher Education Coordinating Board's 60x30 Strategic Plan (<https://reportcenter.highered.texas.gov/agency-publication/miscellaneous/theccb-60x30-strategic-plan/>) as, "Those skills valued by employers that can be applied in a variety of work settings, including interpersonal, cognitive, and applied skills areas. These skills can be either primary or complementary to a major and are acquired by students through education, including curricular, co-curricular, and extracurricular activities."

- a. Proficiently organize large amounts of information and analyze complex ideas in order to communicate key concepts via concise and compelling oral and written statements.
- b. Effectively design and conduct research projects that challenge existing knowledge and provide needed answers or solutions to problems.
- c. Formulate and defend sophisticated arguments while employing clear, articulate, professional-quality prose.
- d. Lead teams of writers and content producers to create and edit rhetorically effective communications by setting clear goals, encouraging creativity and innovation, and providing targeted feedback.