

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."

1. Proficiently organize large amounts of information and analyze complex ideas in order to communicate key concepts via concise and compelling oral and written statements.
2. Effectively design and conduct research projects that challenge existing knowledge and provide needed answers or solutions to problems.
3. Formulate and defend sophisticated arguments while employing clear, articulate, professional-quality prose.
4. 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.