

English and Rhetoric & Writing



Career Options for English and Rhetoric & Writing Majors

This booklet contains specific information about majoring in English or Rhetoric & Writing at The University of Texas at Austin, as well as job opportunities related to these majors. Please use this booklet as an idea generator, rather than as a comprehensive list of all career options for English and Rhetoric & Writing majors. The career descriptions were obtained from the Sanger Learning and Career Center (SLCC) library resources and career websites (see listing of sources on last page).

The first section, “**Direct Job Opportunities,**” includes jobs that use the communication and critical thinking skills acquired by English and Rhetoric & Writing majors. The second section, “**More Job Opportunities,**” lists jobs that are potentially available to all liberal arts majors who have related experience or coursework.

For English and Rhetoric & Writing majors, there are many career options that require a master’s or doctoral degrees but do not require any particular undergraduate degree. Examples of these include law, international affairs, museum administration, librarianship, hospital administration, and many more. For careers requiring graduate education, please visit our library or speak to a career counselor.

The SLCC offers many other services and resources to help you with your career planning. These include:

- Career Counseling
- Career Assessment
- Career Information Library
- Internship Information
- Graduate School Planning Assistance

Visit our website at lifelearning.utexas.edu or call 471-1217 for more information.

MAJORING IN ENGLISH AND RHETORIC & WRITING AT THE UNIVERSITY OF TEXAS AT AUSTIN

English

Departmental Website: www.utexas.edu/cola/depts/english/

Campus Location: PAR 108

Phone Number: 471-5736

Rhetoric and Writing

Departmental Website: www.utexas.edu/cola/depts/rhetoric/

Campus Location: PAR 3

Phone Number: 471-6109

DESCRIPTION OF MAJORS

The bachelor's degree in English represents broad acquaintance with British, American, and world literature written in English as well as its cultural and historical contexts. Extensive writing is required in virtually all English courses, with the expectation that English majors will learn to turn research and critical thinking into cogent arguments expressed in a clear and interesting style.

The bachelor's degree in Rhetoric & Writing focuses on the interpretation, evaluation, and production of messages from a variety of perspectives and purposes. Students learn to effectively communicate in person, print, or electronically using sophisticated skills in persuasion and analysis.

AREAS OF STUDY

English

Single or Dual Author Courses

Literary Period or Survey Courses

Literary Genre or Theme Courses

Language or Writing Courses

Comparative or Interdisciplinary

Senior Seminar

***There are no specific Areas of Study for Rhetoric & Writing**

EXAMPLES OF COURSES

E 348 Twentieth-Century Short Story

The focus of this course is beauty and, consequently, the techniques used by short-story writers to achieve it. Although the class will review the various critical approaches to short fiction, the emphasis will always be upon the effectiveness or ineffectiveness of the storyteller and the relationship between technique and meaning.

E 325F Fiction Writing

This course will focus on expanding students' fiction writing skills with special emphasis on character development, plotting, narrative point-of-view, descriptive writing, and prose style.

RHE 310 Intermediate Expository Writing

Intermediate-level workshop in writing and editing designed for students who want to begin thinking in more sophisticated ways about their audiences and to learn and experiment with methods of shaping their writing for those audiences.

RHE 309K Rhetoric of New York

Course uses physical distance to study how the residents construct and shape their own identities through the city, how they come to depict the city, and how this depiction in turn defines them.

Skills Gained by English and Rhetoric & Writing Majors

Writing and Editing

Communicating

Researching

Information Management

Understanding diverse viewpoints

Critical Thinking

DIRECT JOB OPPORTUNITIES

This section includes jobs that use the communication and critical thinking skills acquired by English and Rhetoric & Writing majors.

Alumni Relations and Development Specialist

Locate and maintain contact with alumni, coordinating regional alumni chapters, and help organize alumni events through communications, such as personal letters, newsletters, magazines, and occasionally, telephone calls, all appealing to the alumni's sense of school spirit and loyalty to the alma mater.

Book Packager

Compile a complete book project for a publisher including concept, author, editor, photo research, or copyright permissions. Write proposals, plan production schedule, and coordinate the completion of the book.

Book Publicist

Negotiate television, radio and print interviews for authors. Send out book for reviews and plans author book tours with book-sellers.

Business Writer

May write for external business communications, such as business letters, promotional letters, press releases, brochures, and catalogs, or for internal communications, such as employee newsletters, magazines, annual and quarterly reports, program evaluations, handbooks, instruction manuals, and policy manuals. Generate article ideas, conduct interviews, perform research, select artwork, charts, and other visual aids, and organize and write the communications. May also provide seminars or courses to upgrade employees' business writing skills.

Copy Editor

Act as liaison between author, editor, and proofreader. Review manuscripts for grammar and style usage. May develop in-house style guide, supervise freelance staff, and handle author queries.

Corporate Communications Manager

Create, implement and oversee communications programs that effectively describe and promote the organization and its products. Assist in the preparation of presentations and/or speeches geared toward employees and consumers. May provide supervision and direction to staff.

External Publications Editor

Write news releases, articles, informational brochures, speeches, and correspondence for an external audience. Work in a variety of settings: business, government, non-profit, and education.

Foreign Rights Manager

Coordinate foreign editions of books published in the U.S. and purchase rights for internationally-published books. Negotiate contracts and attend international publishing trade shows.

Ghostwriter/Collaborator

Work with others to write, rewrite, and edit books and articles, especially for celebrities or experts who may lack professional writing skills. Typically work on a freelance basis.

Grant Writer

Write and develop grant proposals, which includes conducting needs assessments and matching product needs with available funding. Work for government or non-profit agencies.

Labor and Industrial Relations Specialist

Implement industrial labor relations programs. Prepare information for management to use during collective bargaining agreement negotiations (a process that requires the specialist to be familiar with economic and wage data and to have extensive knowledge of labor law and collective bargaining trends). Interpret and administer the contract with respect to grievances, wages and salaries, employee welfare, health care, pensions, union and management practices, and other contractual stipulations.

Media Relations Specialist (Communications Consultant)

Serve as the liaison between the company, person, or organization and newspaper, magazine and broadcast news editors and reporters. Work with other company specialists in public relations to develop corporate or product positioning strategies for specific media outlets. Plan photo, editorial, news and feature ideas to fit a publication's or broadcast medium's special promotions. Develop news and feature releases, and position the organization represented as an expert source. Organize media events and address information requests from the press. Collect and analyze media coverage of the company, person, or organization.

Mediator

Facilitate decisions between parties to help reach a fair and equitable settlement acceptable to both sides of an issue as an economical and efficient means to settle disputes outside of the courts. Assist in discussions and help elicit as much information as possible, given that mediation is a voluntary procedure that requires full disclosure of all facts related to the dispute at hand. Requires specific training in mediation procedures and practices, through a trained and qualified organization.

Multimedia Writer

Create the text that interacts with the user of a multimedia product through sound, animation and graphics toward the goal of improving the transfer of information by involving the participant's simultaneous use of two or more senses. May create an easy-to-search encyclopedia with links to graphics and audio clips or may produce interactive stories for computer games.

Patient Advocate

Work to represent the interests of patients/consumers in healthcare settings. Explain medical procedures, services, and policies, help troubleshoot patients' concerns and problems, act as advocate for patient with health care staff. Provide resources, information, and referrals to patients and their families. Conduct training programs for medical employees.

Permissions Editor

Secure permissions for authors to reprint material in a book under contract. Grant permission to others who wish to reprint materials from works published by employer.

Professional Blogger

Write ongoing blogs for websites of corporations, government agencies, and non-profit organizations. May work on a freelance basis.

Public Relations Specialist

Write articles for internal publications, write press releases, assemble press kits, respond to media inquiries, arrange speaking engagements, assist in fundraising activities. Act as liaison with the news media. Work in a variety of settings: business, government, non-profit, and education.

Researcher for Author

Research statistics, events, dates, and other facts for writers of fiction and non-fiction books and films. Typically work on a freelance basis.

Science Writer

Explain and describe scientific concepts and terminology in clear, simple language. Write textbooks, instruction manuals, documentary scripts, grant proposals, marketing materials, and website content. May specialize in areas such as marketing and public relations or medical writing. Conduct research, read background information, and interview scientists and experts. Work for companies, government agencies, nonprofit organizations, or on a freelance basis.

Scriptwriter/Screenwriter

Write scripts and screenplays for television, film, and radio. Often work through an agent, who finds employers and negotiates contracts.

Sports Marketing Director

Develop ways to market a sports team, its name, and its players' personalities. Decide what kinds of advertising, promotions, and public relations will be most effective and coordinate with those departments. Negotiate and sell logo licenses to companies for licensed team products. Write marketing proposals for the team manager to review.

Staff Writer

Research and write articles for magazine. May write article promos, short features, author bios, or photo captions. May work on freelance basis or for one particular magazine.

MORE JOB OPPORTUNITIES

This section lists other opportunities that may be available to all liberal arts majors. Entry into these careers usually requires internship or volunteer experience or relevant coursework in addition to an English degree. This is a sampling of job opportunities; for more options and ideas, please visit the SLCC career information library.

ADVERTISING/MARKETING/SALES



Advertising and Promotions Manager

Plan and direct advertising policies and programs or produce collateral materials, such as posters, contests, coupons, or give-aways, to create extra interest in the purchase of a product or service for a department, an entire organization, or on an account basis.

Buyer

Purchase merchandise directly from manufacturers and resell it to retailers (wholesale buyer) or purchase goods from wholesalers for resale (retail buyer). Become expert in particular kind of merchandise (such as clothing or electronics), stay informed about new trends, analyze customers' buying preferences, and decide what merchandise employer will sell.

Customer Service Representative

Interact with customers to provide information in response to inquiries about products and services and to handle and resolve complaints.

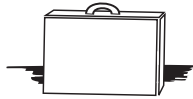
Real Estate Agent

Operate real estate office, or work for commercial real estate firm, overseeing real estate transactions. Other duties usually include selling real estate or renting properties and arranging loans. Requires a state license.

Sales/Service Manager

Direct the actual distribution or movement of a product or service to the customer. Coordinate sales distribution by establishing sales territories, quotas, and goals and establish training programs for sales representatives. Analyze sales statistics gathered by staff to determine sales potential and inventory requirements and monitor the preferences of customers.

BUSINESS



Internal/Financial Auditor

Examine and analyze accounting records to determine financial status of establishment and prepare financial reports concerning operating procedures.

Insurance Agent

Assist companies and individuals in selecting the most appropriate insurance policies. Consult with clients, write reports, maintain records, and help process insurance claims. A professional license is required, and business courses can be helpful.

Loan Officer

Provide guidance and information for prospective loan applicants. Analyze and verify clients' creditworthiness. May negotiate repayment plans with delinquent borrowers. Work for commercial banks, credit unions, and other financial institutions.

Management Consultant Analyst

Analyze business problems by collecting information from both internal and external sources, developing possible solutions, and then making recommendations to management team. Usually work for consulting firms, who hire recent college graduates for 2-3 year analyst positions.

Retail Manager

Oversee profitable operation of retail stores, including hiring and supervising employees, managing inventory, and managing the budget. May be responsible for merchandise promotions and advertising.

CORPORATE COMMUNICATIONS



Corporate Recruiter

Maintain contacts in the community and travel, often to college campuses, to seek qualified job applicants. Screen and interview applicants and makes job offers. Stay up-to-date on organizational hiring policies, equal employment opportunity, and affirmative action guidelines. Work for companies, government agencies, and non-profit organizations.

Human Resources Specialist

Create and carry out human resource programs and policies including staffing, compensation, benefits, immigration, employee relations, training and health and safety programs. Assess employees for promotion.

Meeting & Convention Planner

Coordinate all aspects of group meetings and conventions, including speakers, location, audio-visual equipment, and publicity. Work for nonprofit organizations, professional associations, hotels, corporations, and government agencies.

Public Relations Specialist

Write articles for internal publications, write press releases, assemble press kits, arrange speaking engagements, assist in fundraising activities. Work in a variety of settings: business, government, non-profit, and education.

Technical Writer

Write technical materials, such as equipment manuals, appendices, or operating and maintenance instructions. May assist in layout work.

EDUCATION



College Admissions Officer

Evaluate freshman and transfer applicants; counsel and advise the general public including, but not limited to, prospective applicants, parents, faculty, and administration on admission-related issues; and participate in various recruitment and yield activities.

Corporate Trainer

Develop and conduct individual, group, and classroom training for employees on a wide variety of subjects. Develop training manuals, handouts, procedures, and supplemental training materials. Other duties involve test creation and administration for the advancement of employees.

Disability Services Coordinator

Serve as an advocate for students with disabilities. Work with faculty to understand and provide reasonable accommodations for students with documented disabilities. Promote disability awareness on college campuses.

Elementary School Teacher

Teach pupils in public or private schools at the elementary level basic academic, social, and other formative skills. Public schools require teacher certification, but private schools do not.

Residence Life Coordinator

Supervise undergraduate and/or graduate staff, develop residence hall community, respond to student concerns, manage administration and facilities, and participate in department initiatives and campus life.

ENVIRONMENT AND OUTDOOR



Environmental Education Specialist

Plan, develop, and conduct programs to inform public of historical, natural, and scientific features of national, state, or local parks.

Environmental Science and Protection Technician

Perform laboratory and field tests to monitor the environment and investigate sources of pollution, including those that affect health. May collect samples of gases, soil, water, and other materials for testing and take corrective actions as assigned.

Green Marketing Analyst

Create innovative ways to introduce environmentally conscious products into the marketplace. Analyze sales data and consumer spending habits and consult with other marketing team members and graphic designers.

Recycling Coordinator

Design and implement curbside and drop-off recycling and hazardous waste programs through city governments or private firms. Conduct public outreach campaigns to educate people about the advantages of recycling. May ensure compliance with ordinances or apply for grants.

Tour Guide

Escort individuals or groups on sightseeing tours or through places of interest, such as national parks, industrial establishments, public buildings, and art galleries.

GOVERNMENT



Legal Assistant

Assist lawyers by researching legal precedent, investigating facts, or preparing legal documents. Conduct research to support a legal proceeding, to formulate a defense, or to initiate legal action.

Legislative Analyst

Perform quantitative and qualitative analysis of information needed by legislators and other government officials. Evaluate policy issues and options, write reports, conduct briefing meetings, and respond to inquiries.

Legislative Assistant

Meet with lobbyists, arrange committee and subcommittee hearings, assist in developing legislation and amendments. Respond to requests for information, prepare memos and reports based on completed research for legislators.

Lobbying Organizer

Distribute information about a particular issue or organization, recruit volunteers, solicit funds, and organize such efforts as rallies, letter-writing campaigns, and voter registrations drives. Work for special and public interest groups as well as professional lobbyists.

Political Party Staffer

Work to advance a political party's agenda by recruiting and training candidates, preparing for conventions, planning fundraisers and publicity events, and supporting elected officials. Internship experience is especially helpful.

HUMAN SERVICES



AmeriCorps Volunteer

Serve full-time for a year in organizations and agencies throughout the country, work to fight illiteracy, improve health services, create businesses, increase housing opportunities, or bridge the digital divide. Benefits include an Education Award or an end-of-service stipend.

Community Organizer

Establish and organize community groups to solve social problems in the community. Assess strengths and weaknesses of existing resources and propose changes. Promote cooperation and coordination among government agencies, nonprofit organizations, and other community groups. Conduct research, prepare budgets, and assist in fundraising.

Social Service Caseworker

Help families and individuals secure assistance from social service agencies. Interview clients to understand degree and nature of problems and refer to appropriate community resources. May determine eligibility for financial assistance and/or advocate on clients' behalf to government or nonprofit agencies.

Volunteer Coordinator

Recruit, train, schedule and provide supervision to volunteers at non-profit organizations. Arrange for on-the-job and other required training, supervision and evaluation of volunteers. Serve as liaison between administration, staff, and volunteers.

Youth Organizer

Manage and administer youth and community projects and resources; conduct needs assessment and plan and deliver relevant programs of personal and social education via discussions, arts-based activities, community/environmental projects, residential activities, and outdoor/sports activities.

INTERNATIONAL



ESL/ESOL Teacher

Provide rigorous and appropriate instruction to international students that supports the acceleration of English and appropriate academic content. Serve as a liaison between the student, his/her family and the school, by providing cross-cultural information to all parties that foster positive relationships.

Foreign Service Officer

Analyze and report on political and economic developments, including agricultural trends, humanitarian and social conditions. Identify export markets, negotiate international agreements, and interpret US policies and interests for foreign governments, opinion leaders and publics. Issue visas to foreign nationals, provide development assistance, and arrange cultural exchanges.

Intelligence Officer

A member of the armed forces, police officer or civilian intelligence agency who specializes in the gathering, fusion and analysis of information and intelligence in order to provide advice to their government or another organization.

Interpreter/Translator

Enable the cross-cultural communication necessary in today's society by converting one language into another. Must remain sensitive to the cultures associated with their languages of expertise.

Peace Corps Volunteer

Peace Corps Volunteers work internationally in the following areas: education, youth outreach, and community development; health and HIV/AIDS; agriculture and environment; business development; and information technology. Within these areas, the specific duties and responsibilities of each Volunteer can vary widely.

MEDIA/PUBLISHING



Copy Editor

Act as liaison between author, editor, and proofreader. Review manuscripts for grammar and style usage. May develop in-house style guide, supervise freelance staff, and handle author queries.

Copywriter

Write articles, bulletins, sales letters, speeches, and other related informative, marketing and promotional material for use by publication or broadcast media to promote sale of goods and services.

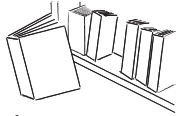
Grant Writer

Write and develop grant proposals, which includes conducting needs assessments and matching product needs with available funding. Work for government or non-profit agencies.

Travel Writer

Write features with detailed, accurate, timely and up-to-date information regarding destinations, hotels, restaurants, tours, activities, etc, using a variety of sources of information. Involves thorough research and travel.

RESEARCH



Information Broker

Perform research for clients in business, healthcare, government, law, and science. Uses Internet, database, and library resources to find specific information. May also analyze information, write reports, and train clients in information retrieval. Often work for consulting firms or on freelance basis.

Institutional Researcher

Write institutional and policy histories; research and report on current issues, long-range trends; edit records; manage archives. Work for government agencies, private corporations, public archives and libraries.

Market Research Analyst

Research market conditions in local, regional, or national areas to determine potential sales of a product or service. May gather information on competitors, prices, sales, and methods of marketing and distribution. May use survey results to create a marketing campaign based on regional preferences and buying habits.

Publications Researcher

Research story and script ideas; maintain research files on topics and people; verify stories for accuracy. Work for newspaper, magazine, or book publishers.

Social Science Research Assistant

Assist social scientists in laboratory, survey, and other social research. May perform publication activities, laboratory analysis, quality control, or data management.

SOURCES

Career Opportunities for Writers by Rosemary Guiley. Facts on File, 2000.

Great Jobs for English Majors by Julie DeGalan and Stephen Lambert. McGraw- Hill, 2000.

UT English Department: www.utexas.edu/cola/depts/english

O*Net Occupational Outlook Network: online.onetcenter.org

Occupational Outlook Handbook: www.bls.gov/oco

Wetfeet: www.wetfeet.com

Sanger Learning & Career Center



DIVISION OF STUDENT AFFAIRS

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