WRA 420 – SS13 – FINAL EXAM
Professional Writing, Rhetoric, and Content Management / Strategy

Option 1	Option 2
Consider this option if … • You're going on the job market • You need to work on your resume • You need to prepare for interviews	**Consider this option if…** • You're in grad school • You're applying to grad school • You're interested in getting published
Deliverables • A tweet • An elevator pitch • A job ad for a position in a relevant field • A cover letter (responding to ad) • A resume (responding to ad)	**Deliverable** *Academic Essay, Prompt:* Take the concepts, methods, and genres of content management/ strategy and examine them as rhetorical practices. Develop a definition of what it means to be a rhetorician who does content strategy and make a case for why professional writers are (or aren't) particularly well qualified to do this type of work.
Guidelines • *Tweet*: describe content strategy in 140 characters or less • *Elevator pitch*: you have a VIP captive in an elevator for 30 seconds – how do you explain who you are and what you do? • *Job ad* – locate a job ad from a relevant field. • *Cover letter & resume* – reply to the job ad, describing your PW background and how your skills make you particularly well suited for content management / strategy.	**Guidelines** An effective response will present an *academic* argument, frame content management / strategy as rhetorical practices, and will draw heavily on course discussions for guidance and course readings for support. Extra-curricular research is not required but also not off-limits. You may use any of the course discussions in your response, but you must cite any ideas or language you borrow from your classmates.
Requirements • Submit all deliverables as PDFs • Tweet and elevator pitch can be saved in the same document • Either link to the job ad from the cover letter or save the ad as a separate PDF • Design: creativity okay, but use CRAP	**Requirements** • Submit as a PDF • Minimum length: discretionary • Maximum length: 6 double-spaced pages • Citation: MLA or APA (pick one, be consistent) • Design: creativity okay, but use CRAP

Rhetorical focus – regardless of which option you choose, your responses should not focus on technology, but rather on technology and design as rhetorical practice *with an emphasis on culture*. All materials are fair game to use for reference.

All responses due by **4pm** on **May 2**, submitted via email.

Extra credit opportunities: 1) publish your tweet and use the hashtag #wra420, 2) record your elevator pitch and publish it to YouTube, 3) actually apply for the job ad you respond to (include screenshot of submission, email receipt, etc), 4) identify a venue in which you might publish or present your essay and actually submit it for consideration.