

Rhetoric and Persuasion, Minor

The minor in rhetoric and persuasion educates students in responsible, credible, and effective methods to take active leadership roles in engaging social issues in personal, professional, and communal settings. The program empowers students to look at the world as a place open to change and receptive to influence and to view themselves as agents capable of improving the world and their place in it. The minor aims to professionalize students—whether in their capacity as individual citizens, members of the community, or leaders in the workplace—by guiding them to understand audiences and situations, to use language responsibly and strategically, and to develop the integrity and authority of their own voice.