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Write the new W&L marketing slogan!

October 1, 2018

Do you want your words in print? For your perspective to be heard? The Department of Writing & Linguistics would like your help in creating a slogan that represents our community. This slogan would speak not only to current students, but would be used in promotional materials to attract those who might be interested in writing as a scholarly pursuit and career.

We are looking for words that represent our field's essence, so consider economy of language and the power of brevity. Think Nike's "Just Do It," but for writers, and give us your best. What would make *you* want to join Writing and Linguistics? Visit [the Google Form here](#) and enter your 2-6 word slogan! Multiple entries permitted. Contest closes Monday, October 22, at 5 p.m.

First place will receive a \$50 gift card; two runners-up will receive \$25 gift cards.

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