

Rhetorical Analysis A Brief Guide For Writers

With an unparalleled talent for distilling sophisticated rhetorical concepts and processes, Sonja Foss highlights ten methods of doing rhetorical criticism—the systematic investigation and explanation of symbolic acts and artifacts. A deep understanding of rhetorical criticism equips readers to become engaged and active participants in shaping the nature of the worlds in which we live. Student essays now include analyses of the same artifact using multiple methods. Each chapter focuses on one method, its foundational theories, and the steps necessary to perform an analysis using that method. Foss provides instructions on how to write coherent, well-argued reports of analytical findings, which are then illustrated by sample essays. Storytelling in the digital world is a timely addition to the chapter on narrative criticism. Insights from classroom use enrich each new edition. A chapter on feminist criticism features the disruption of conventional ideologies and practices. Over multiple editions, this transformative text has taught the lively art of rhetorical criticism to thousands of students at more than 300 colleges and universities

Service-Dominant logic can be described as a mind-set for a unified understanding of the purpose and nature of organizations, markets and society. The author investigates how these rhetorical strategies have evolved as the S-D logic framework has developed, examining the revisions to its foundational premises and axioms and the introduction of new perspectives such as systems theory. A concept that was first introduced by Vargo and Lusch in 2004, S-D logic has generated not just a vast host of journal articles and books but has established an expanding sphere of influence across marketing scholarship. In this book, the author uses a rhetorical approach to investigate the ‘marketing’ of Service-Dominant logic, asking how the formulation and presentation of the logic aids in its persuasive promotion. It is the first book-length rhetorical analysis of a single strand of marketing discourse and as such, it serves as a showcase for the methodology, the insights it can provide, and its value for marketing scholarship. In doing so, the book explores the lexicon choices, metaphors, symbols, and persuasive gambits that have resonated so strongly with marketing academia, with the aim of understanding how these elements work together in a compelling narrative that delivers the logic’s core value proposition of transcendence

The Academic Writer is a brief guide that prepares students for any college writing situation through a solid foundation in rhetorical concepts. By framing the reading and composing processes in terms of the rhetorical situation, Lisa Ede gives students the tools they need to make effective choices. With an emphasis on analysis and synthesis, and making and supporting claims, students learn to master the moves of academic writing across mediums. New coverage of drafting, editing, and revising, and updated coverage of academic research--including the 2016 MLA guidelines--ensures that students are supported at all stages of the writing process. A new chapter on "Strategies for Multimodal Composing" and advice on writing in a multimodal environment throughout the text help instructors take students into new contexts for reading and composing

This concise guidebook offers a rhetorical framework for writing and analyzing content for social media and the web. This book offers an interdisciplinary approach to writing scenarios, with insights from classical and contemporary rhetoric, the philosophy of technology, and digital media theory. Special emphases are also placed on preparing for writing, marketing, and communications careers in the digital space, and on ethical issues related to digital and social media. In the age of disinformation and hyper-targeted digital advertising, writers and teachers of writing must be prepared to delve into the digital world with a critical and strategic perspective

The book is loaded with “timesaver tips,” ideas for making the most of the student’s time, along with occasional warnings to avoid common errors made by student writers. Anything inessential to the business of college writing has been excluded. Each short chapter concludes with questions and suggestions designed to trigger class discussion. Each chapter concentrates on a crucial element of composing an academic essay and is capable of being read in a single sitting. Academic Writing Now: A Brief Guide for Busy Students is a rhetoric designed to cover the basics of a college writing course in a concise, student-friendly format

With its "guidelines" flowcharts highlighting key processes of thinking, writing, and reading; its streamlined and updated advice for analysis, synthesis, and research; a new chapter on strategies for multimodal composing; and advice on writing in a multimodal environment throughout, this text is the perfect introduction to college writing -- at a price your students will appreciate. Order this edition for the most current topics your students will want to read, discuss, and write about. "The Academic Writer helps your students develop the rhetorical common sense they will need to read and write successfully in college, no matter what the discipline or medium in which they are composing." -- from the back cover

New coverage of drafting, editing, and revising, and updated coverage of academic research--including the 2016 MLA guidelines--ensures that students are supported at all stages of the writing process. A new chapter on "Strategies for Multimodal Composing" and advice on writing in a multimodal environment throughout the text help instructors take students into new contexts for reading and composing. The Academic Writer is a brief guide that prepares students for any college writing situation through a solid foundation in rhetorical concepts. With an emphasis on analysis and synthesis, and making and supporting claims, students learn to master the moves of academic writing across mediums. By framing the reading and composing processes in terms of the rhetorical situation, Lisa Ede gives students the tools they need to make effective choices

The ambition of Michael Psellos on Literature and Art is to illustrate an important chapter in the history of Greek literary and art criticism and introduce precisely this aspect of Psellian writing to a wider public 17ff6c0c7d

Murphy, an introductory article by the editors, and six further articles commissioned from among the participants. The gathering comprised an international delegation of leading scholars convened to assess—from an array of perspectives – the various possible futures of the ancient discipline of rhetoric as it responds vitally to the evolving contexts of the new millennium. The introduction provides a detailed account of the symposium, and foregrounds the delegates' articles with a résumé of their arguments and consequent relevance to the overarching theme. This collection commemorates that event by extending its scrutiny into a number of specific fields of inquiry. It includes a foreword by Prof James J. Rhetoric in the Twenty-First Century addresses a spectrum of concerns. This book arises from a symposium held in Oxford to consider the most fruitful trajectories of rhetoric in the 21st century. Scholars and students of rhetoric and language-use will naturally find much of interest here, and the inclusive ambit of the work will also appeal to students of ethics, religion, comparative literature, intercultural studies, and the growing field of communication studies. Each contribution is a freshly minted and original piece of scholarship, true to the generative and interactive spirit of the enterprise, and speaking pertinently to the field of international rhetoric studies at the present time 17ff6c0c7d

This versatile text includes comprehensive coverage of classic and contemporary approaches to argument, from Aristotle to Toulmin to a new chapter on rhetorical analysis of pop culture texts, as well as 35 readings and a casebook on the state and individual. \"Critical Thinking, Reading, and Writing is a compact but complete guide to critical thinking and argumentation. \" -- from back cover 17ff6c0c7d

, without giving it a second thought. Depending on the style and the way the material is presented, you will find yourself creating essays, outlining speeches, etc. A Book of Student Writing from Rhetoric and Composition People avoid writing because of the fear and anxiety they have about writing. After my very first English course at Penn State, I was over the fear and was able to not only pass the course with an A but was approached by my Effective Speech and Communications professor requesting my papers be used as samples in her upcoming courses. Prior to attending Penn State and taking a Rhetoric and Composition class, I was one of those people. Also included are a couple of speeches that I thoroughly enjoyed preparing. You will find essays in this book on subject matter that will motivate and improve the writers skills in the following areas: rhetorical analysis, position arguments, proposals, understanding the rhetorical situation, and many more 17ff6c0c7d

The author foregrounds the victims' voices through an analysis of victim impact statements and victim interviews, while examining other textual artifacts to understand the institutional behaviors and actions both before and after the case caught public attention. Using the case study of the Larry Nassar abuse scandal at Michigan State University and within USA Gymnastics, the book explores multifaceted problems of speaking, silencing, and listening in youth and college athletic organizations, investigating the cultures of abuse and discursive practices that silence victims while protecting abusers. Exploring the issue far beyond the single organization, the author discusses the norms, values, ideologies, and expected behaviors of youth and college sports programs as institutions to help describe "rhetorical cultures of champion-building. This book takes a close look at systems and rhetorics of silencing in sports training. " This innovative study offers new perspectives that will interest students and scholars of sport communication, rhetoric, organizational communication, criminology, and feminist theory 17ff6c0c7d

The Academic Writer is a brief, affordable guide that's the ideal introduction to college writing. This ebook has been updated to provide you with the latest guidance on documenting sources in MLA style and follows the guidelines set forth in the MLA Handbook, 9th edition (April 2021) 17ff6c0c7d

Designed for first-year or more advanced composition and critical thinking courses, the book trains students in a wealth of techniques to locate fallacies and other weaknesses in argumentation in their prose and the writings of others. This rhetoric-and-reader textbook teaches college students to develop critical reading, writing, and thinking skills for self-defense in the contentious arena of American civic rhetoric. Readings include civil rights advocate Michelle Alexander on \"the new Jim Crow,\" recent reconsiderations of socialism versus capitalism, Naomi Wolf's and Christine Hoff Sommers' opposing views on \"the beauty myth,\" a section on the rhetoric of war, and debates on identity politics, abortion, and student debt. Exercises also help students understand the ideological positions and rhetorical patterns that underlie opposing views, from Ann Coulter to Bernie Sanders. This edition is substantially updated for an era of renewed tensions over race, gender, and economic inequality—all compounded by the escalating decibel level and polarization of public rhetoric. Widely debated issues of whether objectivity is possible and whether there is a liberal or conservative bias in news and entertainment media, as well as in education itself, are foregrounded as topics for rhetorical analysis 17ff6c0c7d

This groundbreaking vision of the technê tradition significantly revises the standard picture of the ancient history of rhetoric with ramifications for the contemporary disciplinary identity of rhetoric itself. From this innovative perspective, Jeffrey Walker offers reconsiderations of rhetorical theories and schoolroom practices from early to late antiquity as the true aim of the philosophical rhetoric of Isocrates and as the distinctive expression of what Cicero called \"the genuine teachers of this art. Walker also locates supporting examples from a host of other sources, including Aelius Theon, Aphthonius, the Rhetoric to Alexander, the Rhetoric to Herennius, Quintilian, Hermogenes, Hermagoras, Lucian, Libanius, Apsines, the Anonymous Seguerianus, and fragments of ancient student writing preserved in papyri. Walker grounds his study in pedagogical theses mined from revealing against-the-grain readings of Cicero, Isocrates, and Dionysius of Halicarnassus. \" Through a study of the classical rhetorical paideia, or training system, Walker makes a case for considering rhetoric not as an Aristotelian critical-theoretical discipline, but as an Isocratean pedagogical discipline in which the art of rhetoric is neither an art of producing critical theory nor even an art of producing speeches and texts, but an art of producing speakers and writers. Walker's epilogue considers the relevance of the ancient technê tradition for the modern discipline of rhetoric, arguing that rhetoric is defined foremost by its pedagogical enterprise, the project of producing rhetors capable of intelligent, effective,

and useful civic engagement through speech and writing. *Genuine Teachers of This Art* examines the technê, or "handbook," tradition—which it controversially suggests began with Isocrates—as the central tradition in ancient rhetoric and a potential model for contemporary rhetoric

Contents: (1) Intro. This report has been compiled for congressional speechwriters but will be informative for anyone writing a speech. ; (2) Writing for the Spoken Word: The Distinctive Task of the Speechwriter; Repetition and Variation; Cadence and Balance; Sentence Variation; Imagery; (3) Audience Analysis; Demographics; Audience Size; Degree of Political Affiliation; (4) Occasion and Purpose; Persuasion; Entertainment; (5) Time of Day and Length of Speech; (6) Speech Research: (7) Resources; (8) Speech Preparation: Building Blocks: Suggested Principles; Speech Outline; Thematic Clarity; Structure; Style; Punctuation; Grammar and Syntax; (9) Speech Presentation; (10) Analysis of Lincoln's Farewell to His Neighbors; (11) General Observations

This is a book for real students, people with full and active lives. Each chapter concentrates on a crucial element of composing an academic essay and is capable of being read in a single sitting. The book also includes numerous "timesaver tips," along with warnings about frequent student errors—all designed to help students make the most of one of their most limited and precious resources: time. *Academic Writing Now: A Brief Guide for Busy Students* covers the basics of the introductory college writing course in a concise, student-friendly format

This brief guide teaches students how to write the most common papers assigned in college courses: source-based essays that summarize, analyze, critique, and synthesize. Comprehensive enough to serve as a primary text yet compact enough to serve as a supplement, this clear and concise writing guide teaches students how to critically read, clearly summarize, carefully respond to, precisely critique, creatively synthesize, and accurately quote or paraphrase texts. *A Brief Guide* is a valuable teaching and reference tool that students of many disciplines find useful for class work and for independent study

Responding to the "increasing mobility of texts," MLA now encourages writers to focus on the process of crafting the citation, beginning with the same questions for any source. Instructors will rely on the guide as a one-stop reference tool; students can apply their learning to any discipline, whether for class work or independent study. These changes, then, align with current best practices in the teaching of writing which privilege inquiry and critical thinking over rote recall and rule-following. In the Seventh Edition, in response to student and faculty feedback, Wilhoit includes a new chapter on analyzing readings and composing analytical essays; more coverage of literary analysis and a new short story; eight academic readings; and expanded coverage of how to cite electronic sources in APA and MLA style. Before purchasing, check with your instructor or review your course syllabus to ensure that you select the correct ISBN. Books a la Carte also offer a great value; this format costs significantly less than a new textbook. Students will learn first to examine texts critically and then to clearly, accurately and creatively respond in essay form. In-text tools including summary charts and revision checklists help students tackle source-based essays step by step. In addition, you may need a Course ID, provided by your instructor, to register for and use Pearson's MyLab & Mastering products. For college courses in Writing Across the Curriculum (Composition) and Research Writing (Composition). This version of *A Brief Guide to Writing from readings* has been updated to reflect the 8th edition of the MLA Handbook (April 2016). Mastering the art of critical essay writing *A Brief Guide to Writing from Readings* is a clear, process-oriented guide to academic writing. The 8th edition introduces sweeping changes to the philosophy and details of MLA works cited entries. NOTE: This edition features the same content as the traditional text in a convenient, three-hole-punched, loose-leaf version. Several versions of Pearson's MyLab & Mastering products exist for each title, including customized versions for individual schools, and registrations are not transferable. The guide covers the subtleties of rhetorical analysis and argumentation strategies as well as the technical aspects of writing with sources

Engagingly written by a well-known author team, *A Short Guide to College Writing* offers students clear, practical guidance. Discussion and examples of description and narration are included, but the emphasis throughout is on the most common college writing assignments: analysis, argument, and research. Separate chapters provide support for revising a draft, editing a revision, or preparing a final copy. One of the high-quality, low-priced entries in Longman's Penguin Academics Series, *A Short Guide to College Writing* is a clear and authoritative brief rhetoric that emphasizes analysis, argument, and research in academic writing. Students can turn to this book for help with everything from choosing a topic, writing an analysis, and documenting sources to constructing a paragraph and punctuating a quotation. Students are taught the essential skills for effective college writing—skills they will need when writing for a first-year composition course, or for any other college-level course

Samples of both professional and student essays will stimulate readers and provide them with a variety of writing models. Appropriate for Freshman Composition courses at the university level. Emphasizing writing as a process involving both reading and critical thinking, the text helps students to create skilful essays in exposition, analysis, and persuasion. This classic 3-in-1 rhetoric, now in a Canadian edition, helps writers form and develop ideas, and communicate those ideas clearly on paper

An explanation of rhetorical structures. If you're looking for a way to improve your speeches, this book has many suggestions you can start using right away. The book is divided into the following sections: An explanation of what rhetoric can do for you. One of the first things you will notice is that is a surprisingly short book. If you're a working professional looking for a way to elevate your writing to the next level, this book can help you get there. And you'll probably pay over \$100 for the privilege. I've eliminated everything else. This isn't rocket science. Though you might feel you would be getting more for your money if the book were three times longer and ten times more expensive you'd be wrong. I have also used many of the textbooks that make all kinds of promises about what they can do to improve writing outcomes. If you're a college student struggling through composition courses, you'll find practical and easy to follow guidance here. Writing is a process of practice and discovery.

This book is radically different. Most books on rhetoric are dense and needlessly complex. Unfortunately, students rarely get anything useful out of them, but they've sure paid for the \"privilege\" of having them available. A quite inclusive explanation of rhetorical tools you can begin using right away to give your writing and speeches more power. I've taught writing for over 25 years. The principles have been around for thousands of years, and the latest research into how our brains process meaning has confirmed that rhetoric works. Don't let the word rhetoric frighten you away. I've used just about every approach to writing there is. The secret is using the art of rhetoric. I wanted to include everything I think all writers should know about rhetoric and composition. That is by design. This is a handbook to take along with you on your writing journey. Writing of a more formal nature is heavily dependent on particular structures and modes of thought. An explanation and examples of the most commonly used rhetorical forms. This book is for anyone who wants to be a better writer, but it can be of most value to those making the move into more formal types of writing. You might have to buy a college textbook of hundreds of pages and then wade through it to try and extract the sparse information it may have on rhetoric. Writers who are beginning college level courses and those who are applying their writing skills in business for the first time often find it \"slow-going\". How audience appeals are used to form the basis of successful arguments. What I've attempted to do in this book is distill the essence of rhetoric into an easy to use handbook-one that I wished my students could have had. A guide that will enable you to perform rhetorical analysis 17ff6c0c7d

The first paper aims to stimulate the conceptually oriented discussion about actors' roles in OGD by developing a framework that was tested on a Swedish public agency. In my research, I have explored why it can be challenging to cultivate OGD. OGD is a system that is organized when publishers collect and share data with users, who can unrestrictedly reuse the data. Findings: Cultivators when cultivating OGD ecosystems are facing towering challenges. Here, the higher purpose is OGD to realize believed benefits. From the three papers, lessons were drawn in turn and together, that are presented in this thesis. The thesis is based on three papers. In previous research, there is a need for more knowledge about what can impede the OGD organization, cause non-valuable organizing, or even collapse the organization. Research Design: I set out to explore OGD through qualitative research from 2016 to 2018. Publishers and users are experiencing a set of different impediments that are challenging to solve. Problem and Purpose: OGD is believed to lead to several benefits. The purpose of this thesis is to draw lessons about why it can be challenging to cultivate OGD ecosystems by understanding OGD impediments from an ecosystem perspective. Cultivation is human activities that change, encourage, or guide human organizations towards a higher purpose by changing, introducing, managing, or removing conditions. My research started with a pilot case study that led to three studies. Thus, OGD cultivation is an attempt to stimulate actors into organizing as OGD. However, the worldwide OGD movement has slowed down, and researchers have noted a lack of use. At the same time, there is a lack of knowledge about how impediments shape the organization of OGD. For actors that are cultivating OGD, I recommend that they guide the OGD actors to help them organize; view OGD cultivation as the management of evolution (growth) towards a purpose; and view cultivation as a collaborative effort where they can supply ideas, technologies, practices, and expertise. The studies are each reported in a paper and the papers form the base of this thesis. The second paper has the purpose of expanding the scope surrounding impediments and was based in a review and systematization of previous research about OGD impediments. This gap can make it hard to solve and overcome the impediments experienced by publishers and users. The third paper presents an exploration of impediments experienced by publishers, users, and cultivators in the Swedish national OGD ecosystem to identify faults. Contribution: The theoretical contribution of this thesis is that OGD ecosystems can be viewed as a public utility. Introduction: This compilation licentiate thesis focuses on open government data (OGD). The sought-after knowledge can bring some understanding of the current situation of OGD. Moreover, I recommend that researchers approach the organizing of OGD as the cultivation of evolution, rather than the construction of a structure; to consider the stability of the system in growth, value, and participation; and to be cautious with how they label and describe OGD actors. In this research, I have viewed the organization of OGD as an ecosystem. The following three main challenges are identified in this thesis: (1) to cultivate a system that can manage stability by itself without constant involvement, (2) to cultivate a system that is capable of evolving towards a \"greater good\" by itself, and (3) to have an up-to-date precise vocabulary for a self-evolving system that enables inter-subjective understand for coordinating problem-solving 17ff6c0c7d

Achieve with Schilb, *Arguing about Literature*, puts student reading, writing, and revision at the core of your course, with interactive close reading modules, reading comprehension quizzes for the selections in the book, videos of professional writers and students discussing literary works, and a dedicated composition space that guides students through draft, review, source check, reflection, and revision. More and more, first-year writing courses foreground skills of critical analysis and argumentation. For details, visit macmillanlearning.com/college/us/englishdigital. In response, *A Brief Guide to Arguing about Literature* first hones students' analytical skills through instruction in close critical reading of texts; then, it shows them how to turn their reading into well-supported and rhetorically effective argumentative writing. For instructors who prefer to aggregate their own anthology of readings and literary works for their literature-based composition courses, *A Brief Guide to Arguing about Literature* comprises only the writing-guide chapters of John Schilb and John Clifford's admired *Arguing about Literature: Guide and Reader* 17ff6c0c7d

Includes authors' own analyses as models for students, as well as 4 complete student model papers. Shows how to analyze a range of texts, print, visual, and multimedia. *Rhetorical Analysis: A Brief Guide for Writers*, walk students through the process for doing different kinds of analyses -- argument analysis, structure analysis, style analysis, and more. Introduces students to rhetorical concepts (both classical and modern) that are relevant to rhetorical analysis 17ff6c0c7d

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Academic Writing Now: A Brief Guide for Busy Students—with MLA 2016 Update 17ff6c0c7d

Based on original archival and ethnographic research, this book provides the first in-depth analysis of CAT and uses the case study to explore wider issues of sustainability and environmental communication. This will be a fascinating and

revealing read for academics, researchers, students and practitioners interested in all aspects of sustainability and environmental issues. It debates the spectrum of attitudes between environmentalism and ecologism evident at CAT and in broader conversations surrounding sustainability. These practical solutions to the destruction of the environment of human activity are increasingly vital in today's context of climate change, loss of biodiversity and rising levels of pollution. Woven throughout the text, the author makes clear what we can learn from CAT's almost 50 years of experiments and experiences, from his first-hand account of working at the site. Playing a central role in the global green network, this study examines CAT's history and context for creation, its development over time and its wider influence in the progression of green ideas at the local, national and international levels. It situates the Centre within current environmental and political discourse and emphasises the relevance and reach of CAT's practical solutions and creative educational programme. This book presents a detailed exploration into the Centre for Alternative Technology (CAT), an enterprise concerned with finding and communicating sustainable ways of living, established in Wales in 1973 17ff6c0c7d

The esteemed authors of this classic 3-in-1 rhetoric include samples of their own writing, student writing, and the writing of some 50 essayists to help readers form and develop ideas, and communicate those ideas clearly on paper. Professional essays and student pieces alike stimulate readers and provide them with models of a variety of writing samples. Stressing writing as a process involving both reading and critical thinking, the text helps students to create skillful essays in exposition, analysis, and persuasion 17ff6c0c7d

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Find more at www.forgottenbooks.com. Excerpt from Handbook of Rhetorical Analysis: Studies in Style and Designed Invention, Designed to Accompany the Author's Practical Elements of Rhetoric The selections that make up this Handbook, while fairly representative, so far as they go, of the authors from whose works they are taken, are not to be regarded as introductions to the authors as such, still less as studies in the history and development of English prose literature. Forgotten Books uses state-of-the-art technology to digitally reconstruct the work, preserving the original format whilst repairing imperfections present in the aged copy. This book is a reproduction of an important historical work. John Morley, "that men will do better for reaching precision by studying carefully and with an open mind and a vigilant eye the great models of writing, than by excessive practice of writing on their own account. Biographies of authors are full of it; reports, gleaned from every available source, of "books which have influenced me," and accounts of the great literary works which have been at eminent writers' elbows, constant companions and inspirers, are eagerly read and treasured for their helpfulness to workers who aspire to like eminence. We do, however, repair the vast majority of imperfections successfully; any imperfections that remain are intentionally left to preserve the state of such historical works. But while the question of the what is so copiously answered, the question of the how remains for the most part unapproached. " In a general way such testimony as this to the value of the study of literary models is universal. About the Publisher Forgotten Books publishes hundreds of thousands of rare and classic books. "I think, as far as my observation has gone," says Mr. In rare cases, an imperfection in the original, such as a blemish or missing page, may be replicated in our edition. They are simply, as the title indicates, extracts to be analyzed, in style and structure, for the purpose of forming, from actual examples, some intelligent conception of what the making of good literature involves: taken from, the best writers, because it is safer to study models of excellence than examples of error; taken from several writers, because it is not wise to make an exclusive model of any one author's work, however excellent; and taken for the most part from recent writers, not because these are better than writers of earlier time, but because they are more likely to illustrate the usages practically needed in this century 17ff6c0c7d

Several versions of Pearson's MyLab & Mastering products exist for each title, including customized versions for individual schools, and registrations are not transferable. Access codes Access codes that are purchased from sellers other than Pearson carry a higher risk of being either the wrong ISBN or a previously redeemed code. -- The market-leading guide to arguments, Writing Arguments, Brief edition, 9/e, has proven highly successful in teaching readers to read arguments critically and to produce effective arguments of their own. Packages Access codes for Pearson's MyLab & Mastering products may not be included when purchasing or renting from companies other than Pearson; check with the seller before completing your purchase. The text teaches how to write better arguments, and how to research for arguments. ALERT: Before you purchase, check with your instructor or review your course syllabus to ensure that you select the correct ISBN. In addition, you may need a CourseID, provided by your instructor, to register for and use Pearson's MyLab & Mastering products. Check with the seller prior to purchase. 0321846141 / 9780321846143 Writing Arguments: A Rhetoric with Readings, Brief Edition, with NEW MyCompLab Student Access Code Card 9/e Package consists of 0205171567 / 9780205171569 Writing Arguments: A Rhetoric with Readings, Brief Edition 0205890776 / 9780205890774 NEW MyCompLab with Pearson eText -- Access Card. Used or rental books If you rent or purchase a used book with an access code, the access code may have been redeemed previously and you may have to purchase a new access code 17ff6c0c7d

A Brief Guide to Writing Academic Arguments prepares students to read and write the types of argument-related source-based writing they are most likely to encounter in college. The instruction is firmly based in both writing process and rhetorical theory, offering step-by-step advice on producing effective, persuasive, conventionally sound arguments for academic audiences and purposes. A Brief Guide offers a complete argument course with an introductory chapter on Classical Argument, a highly-praised simplified approach to Toulmin, and four chapters on claim types rounded out with chapters on rhetorical analysis and visual argument. A Brief Guide offers an introduction to argumentation, critical reading,

and argument-related source-based writing. Professional and student essays drawn from disciplines across the curriculum help students understand the nature of academic arguments; how to analyze and evaluate arguments; how academic writers form, support, and explain claims; and how they use source material as evidence 17ff6c0c7d

This highly-readable book addresses how to teach effective communication in science. The book includes over 50 practice chapters, each focusing on one or more short teaching activities to target a specific aspect of communication, such as writing, speaking and listening. Implementing the activities is made easy with class run sheets, tips and tricks for instructors, signposts to related exercises and theory chapters, and further resources. The first part of the book provides accessible context and theory about communicating science well, and is written by experts. Targeted at science faculty members, this book aims to improve and enrich communication teaching within the science curriculum, so that science graduates can communicate better as professionals in their discipline and future workplace. The teaching exercises can be used with science students at all levels of education in any discipline and curriculum – the only limitation is a wish to learn to communicate better. The second part focuses on the practice of teaching communication in science, with ‘nuts and bolts’ lesson plans direct from the pens of practitioners. Theory chapters help build instructor confidence and knowledge on the topic of communicating science 17ff6c0c7d

The Academic Writer is a brief, affordable guide that’s the ideal introduction to college writing 17ff6c0c7d

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