

Contents

Preface xiii
To the Student xxi

Rhetoric 1

Chapter 1 Writing: A First Look 3

The Purposes of Writing 4
The Audience for Your Writing 6
The Qualities of Good Writing 10
Writing and Ethics 11

Chapter 2 Strategies for Successful Reading 15

Orienting Your Reading 15
A First Reading 16
Additional Readings 17
Mastering Reading
Problems 19
Reading to Critique 19
Reading Assignments Carefully 20
Reading as a Writer 21
"The Appeal of the Androgynous Man"
by Amy Gross 23
Writing About What You Read 25

Chapter 3 Planning and Drafting Your Paper 30

Understanding the Assignment 31
Zeroing In on a Topic 32
Gathering Information 39
Organizing the Information 41
Creating an Outline 43
Developing a Thesis Statement 44
Writing the First Draft 48
Planning and Drafting with a Computer 50

Chapter 4 Revising and Editing Your Paper 54

Preparing to Revise 55
Considering the Whole Essay 55
Strengthening Paragraph Structure and
Development 63
Sharpening Sentences and Words 64
Writing the Introduction and Conclusion 66
Selecting a Title 66
Peer Evaluation of Drafts 66
Proofreading Your Draft 73
Revising with a Computer 73
Collaborative Writing 74
Maintaining and Reviewing a Portfolio 75

Chapter 5	Paragraphs	78
Characteristics of Effective Paragraphs		78
Paragraphs with Special Functions		93
Chapter 6	Effective Sentences	100
Sentence Strategies		100
Chapter 7	Diction, Tone, Style	114
Toward Clear Diction		114
Toward Rhetorical Effect		120
Special Stylistic Techniques		129
Eliminating Flawed Diction		132
Chapter 8	Narration: Relating Events	136
Purpose		138
Action		138
Conflict		139
Point of View		139
Key Events		141
Dialogue		142
Ethical Issues		143
Writing a Narrative		143
SAMPLE STUDENT ESSAY OF NARRATION:		
<i>"Joy Through the Tears" by Brittany Coggin</i> 145		
Critical Edge		149
Chapter 9	Description: Presenting Impressions	152
Purpose		153
Sensory Impressions		154
Dominant Impression		155
Vantage Point		156
Selection of Details		158
Arrangement of Details		159

Ethical Issues	159
Writing a Description	159
SAMPLE STUDENT ESSAY OF DESCRIPTION:	
<i>"My Serenity" by Rachel Harvey</i> 162	
Critical Edge	165
Chapter 10	Process Analysis: Explaining How
Explaining How	168
Kinds of Process Analysis Papers	170
Ethical Issues	171
Writing a Process Analysis	172
SAMPLE STUDENT ESSAY OF PROCESS ANALYSIS:	
<i>"Basic Song Writing Techniques" by Hannah Hill</i> 176	
Critical Edge	179
Chapter 11	Illustration: Making Yourself Clear
Making Yourself Clear	182
Selecting Appropriate Examples	184
Number of Examples	184
Organizing the Examples	185
Ethical Issues	185
Writing an Illustration	186
SAMPLE STUDENT ESSAY OF ILLUSTRATION:	
<i>"If It Is Worth Doing" by Janice Carlton</i> 187	
Critical Edge	191
Chapter 12	Classification: Grouping into Categories
Grouping into Categories	194
Selecting Categories	196
Number of Categories	198
Developing Categories	198
Ethical Issues	199
Writing a Classification	199

SAMPLE STUDENT ESSAY OF CLASSIFICATION:

"Types of Video Games for Children"
by Kyra Glass 201

Critical Edge 207

Chapter 13 Comparison:

Showing Relationships 210

Selecting Items for Comparison 212

Developing a Comparison 213

Organizing a Comparison 214

Using Analogy 215

Ethical Issues 216

Writing a Comparison 217

SAMPLE STUDENT ESSAY OF COMPARISON:

"Differences Between Korean and English"
by Sunho Lee 218

Critical Edge 221

Chapter 14 Cause and Effect:

Explaining Why 224

Patterns in Causal Analysis 225

Reasoning Errors in Causal Analysis 228

Ethical Issues 230

Writing a Causal Analysis 230

SAMPLE STUDENT ESSAY OF CAUSE AND EFFECT:

"Why Students Drop Out of College"
by Diann Fisher 233

Critical Edge 236

Chapter 15 Definition:

Establishing Boundaries 240

Types of Definitions 242

Ethical Issues 246

Writing an Extended Definition 247

SAMPLE STUDENT ESSAY OF DEFINITION:

"Rediscovering Patriotism" by Peter Wing 249

Critical Edge 253

Chapter 16 Argument: Convincing

Others 256

The Rational Appeal 258

Reasoning Strategies 263

The Emotional Appeal 268

The Ethical Appeal 269

Ferretting Out Fallacies 270

Ethical Issues 274

Writing an Argument 275

SAMPLE STUDENT ESSAY OF ARGUMENT:

"Bottled Troubled Water" by Scott Lemanski 283

Critical Edge 289

Chapter 17 Mixing the Writing Strategies

Why and How to Mix Strategies 293

Ethical Issues 294

Problem/Solution Report 294

Evaluation Report 295

SAMPLE ESSAY USING SEVERAL WRITING STRATEGIES:

"Eating Alone in Restaurants"
by Bruce Jay Friedman 296

Critical Edge 299

Chapter 18 The Essay

Examination 301

Studying for the Examination 301

Types of Test Questions 302

Preparing to Write 302

Writing the Examination Answer 303

Chapter 19 Writing About Literature 308

The Elements of Literature 308

Ethical Issues 330

Writing a Paper on Literature 330

SAMPLE STUDENT ESSAY ON LITERATURE:

"Scratchy Wilson: No Cardboard Character"
by Wendell Stone 333

Electronic Chapter: Business Letters and Résumés

This chapter, enhanced with fourteen case-based business writing scenarios, appears after the index in the e-Book version of MyCompLab for this text. If your book did not come packaged with access to MyCompLab and you wish to gain access, please visit www.mycomplab.com and be sure to specify "e-Book Version."

Research Guide

Chapter 20 The Research Paper 339

Learning About Your Library 340

Choosing a Topic 341

Assembling a Working Bibliography 349

Taking Notes 370

Organizing and Outlining 376

Ethical Issues 378

Writing Your Research Paper 378

SAMPLE MLA STUDENT RESEARCH PAPER:

"House Arrest: An Attractive Alternative to Incarceration" by Keith Jacque 384

Using a Computer 395

SAMPLE APA STUDENT RESEARCH PAPER:

"Instant Communication does not Ensure Good Communication" by Bruce Gilchrist 401

Chapter 21 Documenting Sources 407

Preparing Proper MLA Bibliographic References 408

Preparing Proper APA Bibliographic References 415

Handling In-Text Citations 425

Handling Quotations 432

Avoiding Plagiarism 434

Chapter 22 Additional Research Strategies: Interviews, Questionnaires, Direct Observations 437

The Value of Primary Research 437

General Principles for Primary Research 438

Ethical Issues 439

Interviews 440

SAMPLE STUDENT INTERVIEW REPORT:

"Budget Cuts Affect State Police: An Interview Report with Officer Robert Timmons"
by Holly Swain 442

Questionnaires 444

SAMPLE STUDENT QUESTIONNAIRE:

"Survey on Public Smoking" 447

SAMPLE STUDENT QUESTIONNAIRE REPORT:

"Findings from Smoking Questionnaire Distributed to Bartram College Students"
by Kelly Reetz 449

Direct Observations 451

SAMPLE STUDENT OBSERVATION REPORT:

"Observations of an Inner-City Apartment Building"
by Caleb Thomas 454

Reader

Rhetorical Table of Contents

Narration

- "The Perfect Picture" by James Alexander Thom 459
 "Sound and Fury" by Dan Greenburg 461
 "Momma's Encounter" by Maya Angelou 464
 "The Scholarship Jacket" by Marta Salinas 468

Description

- "When the Full Moon Shines Its Magic over
 Monument Valley" by John V. Young 472
 "Assembly Line Adventure" by Lesley Hazleton 474
 "Once More to the Lake" by E. B. White 477

Process Analysis

- "Fast Track to Perfection" by Ian Dunbar 483
 "Taking Carbon Down" by Caroline Goldman 486
 "Let's Get Vertical!" by Beth Wald 488
 "Can Generation Xers Be Trained?" by Shari
 Caudron 491

Illustration

- "Binge Drinking: A Campus Killer"
 by Sabrina Rubin Erdely 496
 "Rambos of the Road" by Martin Gottfried 500
 "Going for Broke"
 by Matea Gold and David Ferrell 502
 "The Company Man" by Ellen Goodman 507

Classification

- "What Are Friends For?" by Marion Winik 509
 "The Men We Carry in Our Minds" by Scott Russell
 Sanders 512
 "A Tale of Four Learners" by Bernice McCarthy 515
 "Which Stooze Are You?" by Ron Geraci 521

Comparison

- "Grant and Lee: A Study in Contrasts"
 by Bruce Catton 526
 "Conversational Ballgames" by Nancy Masterson
 Sakamoto 529
 "Barbie Doesn't Live Here Anymore"
 by Mariflo Stephens 532
 "Private Language, Public Language"
 by Richard Rodriguez 534
 "Art Form for the Digital Age"
 by Henry Jenkins 539

Cause and Effect

- "Old Father Time Becomes a Terror"
 by Richard Tomkins 544
 "Why We Keep Stuff" by Caroline Knapp 548
 "Why Marriages Fail" by Anne Roiphe 551
 "Why We Flirt" by Belinda Luscombe
 and Kate Stinchfield 554

Definition

- "The Sweet Smell of Success Isn't All That Sweet"
 by Laurence Shames 559
 "The Blended Economy" by Marc Zwelling 561
 "Krumping" by Marti Bercaw 563

Argument

- "The Problem with Single-Payer Plans"
 by Ezekiel J. Emanuel 566
 "Has Canada Got the Cure?" by Holly Dressel 572
 "The Misguided Zeal of the Privacy Lobby"
 by Alan Ehrenhalt 577
 "Halt and Show Your Papers!" by Barbara
 Dority 580
 "I Have a Dream" by Martin Luther King, Jr. 586
 "A Journalist's View of Black Economics"
 by William Raspberry 589
 "The Case for Amnesty" by Nathan
 Thornburgh 596
 "Not Amnesty but Attrition" by Mark
 Krikorian 600

Mixing the Writing Strategies

- "Supermarket Pastoral"* by Michael Pollan 605
"Social Bodies: Tightening the Bonds of Beauty" by Deborah A. Sullivan 609
"Gender Gap in Cyberspace" by Deborah Tannen 613

Thematic Table of Contents

Life's Changes

- "The Perfect Picture"* by James Alexander Thom 459
"Sound and Fury" by Dan Greenburg 461
"Momma's Encounter" by Maya Angelou 464
"The Scholarship Jacket" by Marta Salinas 468
"Once More to the Lake" by E. B. White 477
"The Company Man" by Ellen Goodman 507
"Barbie Doesn't Live Here Anymore" by Mariflo Stephens 532
"Old Father Time Becomes a Terror" by Richard Tomkins 544
"Why We Keep Stuff" by Caroline Knapp 548
"Why Marriages Fail" by Anne Roiphe 551
"Why We Flirt" by Belinda Luscombe and Kate Stinchfield 554

Who We Are

- "The Appeal of the Androgynous Man"* by Amy Gross 23
"Sound and Fury" by Dan Greenburg 461
"The Scholarship Jacket" by Marta Salinas 468
"Can Generation Xers Be Trained?" by Shari Caudron 491
"Binge Drinking: A Campus Killer" by Sabrina Rubin Erdely 496
"Rambos of the Road" by Martin Gottfried 500
"Going for Broke" by Matea Gold and David Ferrell 502
"The Company Man" by Ellen Goodman 507
"What Are Friends for?" by Marion Winik 509
"The Men We Carry in Our Minds" by Scott Russell Sanders 512

"A Tale of Four Learners"

- by Bernice McCarthy 515
"Which Stoooge Are You?" by Ron Geraci 521
"Barbie Doesn't Live Here Anymore" by Mariflo Stephens 532
"Why We Keep Stuff" by Caroline Knapp 548
"Why Marriages Fail" by Anne Roiphe 551
"Why We Flirt" by Belinda Luscombe and Kate Stinchfield 554
"The Sweet Smell of Success Isn't All That Sweet" by Laurence Shames 559
"Social Bodies: Tightening the Bonds of Beauty" by Deborah A. Sullivan 609
"Gender Gap in Cyberspace" by Deborah Tannen 613

Our Relationship to Nature

- "When the Full Moon Shines Its Magic over Monument Valley"* by John V. Young 472
"Once More to the Lake" by E. B. White 477
"Taking Carbon Down" by Caroline Goldman 486
"Let's Get Vertical!" by Beth Wald 488
"Supermarket Pastoral" by Michael Pollan 605

Health

- "Sound and Fury"* by Dan Greenburg 461
"Binge Drinking: A Campus Killer" by Sabrina Rubin Erdely 496
"Rambos of the Road" by Martin Gottfried 500
"Going for Broke" by Matea Gold and David Ferrell 502
"The Company Man" by Ellen Goodman 507
"Old Father Time Becomes a Terror" by Richard Tomkins 544
"The Problem with Single-Payer Plans" by Ezekiel J. Emanuel 566
"Has Canada Got the Cure?" by Holly Dressel 572
"Supermarket Pastoral" by Michael Pollan 605

Popular Culture

- "The Perfect Picture"* by James Alexander Thom 459
"Let's Get Vertical!" by Beth Wald 488

- "Can Generation Xers Be Trained?"**
by Shari Caudron 491
- "Rambos of the Road"** by Martin Gottfried 500
- "Which StooGE Are You?"** by Ron Geraci 521
- "Barbie Doesn't Live Here Anymore"**
by Mariflo Stephens 532
- "Art Form for the Digital Age"** by Henry Jenkins 539
- "The Blended Economy"** by Marc Zwelling 561
- "Krumping"** by Marti Bercaw 563
- "Supermarket Pastoral"** by Michael Pollan 605
- "Social Bodies: Tightening the Bonds of Beauty"** by
Deborah A. Sullivan 609
- "Gender Gap in Cyberspace"** by Deborah
Tannen 613

Contemporary Issues

Women's Issues

- "The Appeal of the Androgynous Man"**
by Amy Gross 23
- "The Men We Carry in Our Minds"**
by Scott Russell Sanders 512
- "Barbie Doesn't Live Here Anymore"**
by Mariflo Stephens 532
- "Why Marriages Fail"** by Anne Roiphe 551
- "Social Bodies: Tightening the Bonds of Beauty"**
by Deborah A. Sullivan 609
- "Gender Gap in Cyberspace"**
by Deborah Tannen 613

Diversity in Our Lives

- "Momma's Encounter"** by Maya Angelou 464
- "The Scholarship Jacket"** by Marta Salinas 468
- "Can Generation Xers Be Trained?"**
by Shari Caudron 491
- "A Tale of Four Learners"** by Bernice
McCarthy 515
- "Barbie Doesn't Live Here Anymore"**
by Mariflo Stephens 532
- "Private Language, Public Language"**
by Richard Rodriguez 534
- "Why We Flirt"** by Belinda Luscombe and Kate
Stinchfield 554
- "Krumping"** by Marti Bercaw 563
- "I Have a Dream"** by Martin Luther King, Jr. 586

- "A Journalist's View of Black Economics"**
by William Raspberry 589
- "Gender Gap in Cyberspace"**
by Deborah Tannen 613

American Borders

- "The Scholarship Jacket"** by Marta Salinas 468
- "Private Language, Public Language"** by Richard
Rodriguez 534
- "I Have a Dream"** by Martin Luther King, Jr. 586
- "The Case for Amnesty"** by Nathan Thornburgh 596
- "Not Amnesty but Attrition"** by Mark
Krikorian 600

Language Use and Abuse

- "Sound and Fury"** by Dan Greenburg 461
- "Momma's Encounter"** by Maya Angelou 464
- "The Scholarship Jacket"** by Marta Salinas 468
- "Conversational Ballgames"** by Nancy
Masterson 529
- "Private Language, Public Language"**
by Richard Rodriguez 534
- "The Blended Economy"** by Marc Zwelling 561
- "Supermarket Pastoral"** by Michael Pollan 605

Struggling with Ethical Issues

- "The Perfect Picture"** by James Alexander Thom 459
- "Momma's Encounter"** by Maya Angelou 464
- "The Scholarship Jacket"** by Marta Salinas 468
- "Taking Carbon Down"**
by Caroline Goldman 486
- "The Sweet Smell of Success Isn't All That Sweet"** by
Laurence Shames 559
- "The Problem with Single Payer Plans"** by Ezekiel J.
Emanuel 566
- "Has Canada Got the Cure?"** by Holly
Dressel 572
- "The Case for Amnesty"** by Nathan
Thornburgh 596
- "Not Amnesty but Attrition"** by Mark
Krikorian 600

Handbook

Sentence Elements

Subjects and Predicates 619

Complements 621

Appositives 622

Parts of Speech 623

Phrases and Clauses 645

Editing to Correct Sentence

Errors

Revising Sentence Fragments 655

Revising Run-On Sentences and Comma
Splices 657

Creating Subject-Verb Agreement 659

Achieving Pronoun-Antecedent Agreement 662

Using Effective Pronoun Reference 665

Managing Shifts in Person 667

Using the Right Pronoun Case 669

Creating Consistency in Showing Time 672

Using Adjectives and Adverbs Effectively 674

Placing Modifiers Correctly 677

Revising Dangling Modifiers 678

Maintaining Parallelism 679

Revising Faulty Comparisons 680

Editing to Correct Faulty Punctuation and Mechanics

Apostrophes 683

Commas 686

Semicolons 691

Periods, Question Marks, and Exclamation
Points 693

Colons, Dashes, Parentheses, and Brackets 695

Quotation Marks 699

Hyphens 701

Capitalization 703

Abbreviations 706

Numbers 707

Italics 709

Spelling

Spelling Rules 712

Helpful Spelling Tips 714

List of Troublesome Words 715

Glossary of Word Usage

Glossary 719

Credits 741

Index 745