



# WRITING

## TEN CORE CONCEPTS

THIRD EDITION

Robert P. Yagelski





## Accelerate Student Progress

*MindTap* is the online learning platform that gives instructors complete course control. Craft personalized, engaging experiences that boost performance and deliver access to eTextbooks, study tools and more.



Access everything  
you need in one place



Amplify  
Student Engagement



Control your course—  
and your content



Get a dedicated team,  
whenever you need them

View a video, access research, learn about LMS integration and discover how Cengage support services are with you at every step.

[cengage.com/mindtap](https://cengage.com/mindtap)



Starting at \$119.99 USD, one plan includes our entire library of eTextbooks, online homework platforms, at least 4 free hardcopy rentals, online/offline reading via our mobile app and more. Only assign textbooks for your course? Ask about Cengage Unlimited eTextbooks.

*Available to all higher education and career students in the US, in bookstores and online. For customers outside the US, contact your local sales partner.*

[cengage.com/unlimited/instructor](https://cengage.com/unlimited/instructor)

# Two WPA Outcomes Linked to Each Core Concept

→	Critical Thinking, Reading, and Composing	Processes
→	Critical Thinking, Reading, and Composing	Rhetorical Knowledge
→	Processes	Rhetorical Knowledge
→	Critical Thinking, Reading, and Composing	Rhetorical Knowledge
→	Critical Thinking, Reading, and Composing	Rhetorical Knowledge
→	Rhetorical Knowledge	Knowledge of Conventions
→	Rhetorical Knowledge	Critical Thinking, Reading, and Composing
→	Critical Thinking, Reading, and Composing	Processes
→	Rhetorical Knowledge	Processes
→	Knowledge of Conventions	Critical Thinking, Reading, and Composing

# Writing

## Ten Core Concepts

Third Edition

**Robert P. Yagelski**  
University at Albany, State University of New York



---

Australia • Brazil • Canada • Mexico • Singapore • United Kingdom • United States

Copyright 2022 Cengage Learning. All Rights Reserved. May not be copied, scanned, or duplicated, in whole or in part. WCN 02-200-322

Copyright 2022 Cengage Learning. All Rights Reserved. May not be copied, scanned, or duplicated, in whole or in part. Due to electronic rights, some third party content may be suppressed from the eBook and/or eChapter(s). Editorial review has deemed that any suppressed content does not materially affect the overall learning experience. Cengage Learning reserves the right to remove additional content at any time if subsequent rights restrictions require it.

This is an electronic version of the print textbook. Due to electronic rights restrictions, some third party content may be suppressed. Editorial review has deemed that any suppressed content does not materially affect the overall learning experience. The publisher reserves the right to remove content from this title at any time if subsequent rights restrictions require it. For valuable information on pricing, previous editions, changes to current editions, and alternate formats, please visit [www.cengage.com/highered](http://www.cengage.com/highered) to search by ISBN#, author, title, or keyword for materials in your areas of interest.

Important Notice: Media content referenced within the product description or the product text may not be available in the eBook version.

**Writing: Ten Core Concepts 3rd Edition**  
**Robert P. Yagelski**

University of Albany, State University  
of New York

SVP, Higher Education & Skills Product:  
Erin Joyner

VP, Higher Education & Skills Product  
Thais Alencar

Product Director: Laura Ross

Product Manager: Matt Filimonov

Content Developer: Stephanie P.  
Carpenter

Product Assistant: Beth Matracia

Learning Designer: Leslie Taggart /  
Kate MacLean

Senior Content Manager: Kathy  
Sands-Boehmer

Digital Delivery Lead: Matt Altieri

Marketing Manager: Kina Lara

IP Analyst: Ashley Maynard

Production Service/Composition:  
SPi Global

Designer: Lizz Anderson / Nadine  
Ballard

Cover designer: Chris Doughman

Cover Image Source: iStockPhoto.com/  
HAKINMHAN

© 2022, 2018, 2015 Cengage Learning, Inc.

Unless otherwise noted, all content is © Cengage.

ALL RIGHTS RESERVED. No part of this work covered by the copyright herein may be reproduced or distributed in any form or by any means, except as permitted by U.S. copyright law, without the prior written permission of the copyright owner.

For product information and technology assistance,  
contact us at **Cengage Customer & Sales Support**,  
**1-800-354-9706 or support.cengage.com.**

For permission to use material from this text or product,  
submit all requests online at **www.cengage.com/permissions.**

Library of Congress Control Number: 2021905798

Student Edition:

ISBN: 978-0-357-50565-6

Loose Leaf Edition:

ISBN: 978-0-357-50572-4

### **Cengage**

200 Pier 4 Boulevard

Boston, MA 02210

USA

Cengage is a leading provider of customized learning solutions with employees residing in nearly 40 different countries and sales in more than 125 countries around the world. Find your local representative at **www.cengage.com**.

To learn more about Cengage platforms and services, register or access your online learning solution, or purchase materials for your course, visit **www.cengage.com**.

Printed in the United States of America  
Print Number: 01      Print Year: 2021

# Brief Contents

## PART 1 A Guide to Writing Effectively

- 1 Why We Write 3
- 2 Ten Core Concepts for Effective Writing 21
- 3 The Ten Core Concepts in Action 59
- 4 A Student Writer Applies the Core Concepts 87

## PART 2 Writing to Analyze

- 5 Understanding Analytical Writing 125
- 6 Examining Causes and Effects 161
- 7 Comparing and Synthesizing 193
- 8 Conducting Rhetorical Analysis 225
- 9 Analyzing Literary Texts 271
- 10 Evaluating and Reviewing 299

## PART 3 Writing to Persuade

- 11 Understanding Argument 327
- 12 Making Academic Arguments 375
- 13 Making Arguments in Public Discourse 411
- 14 Presenting a Proposal 449

## PART 4 Writing to Narrate and Inform

- 15 Understanding Narrative Writing 487
- 16 Writing Personal Narratives 517
- 17 Writing Literacy Narratives 555
- 18 Writing Informative Essays 591

(Continued)

## PART 5 Essential Reading and Research Skills

- 19 Reading for Understanding and Engagement 627
- 20 Writing Summary-Response Essays 659
- 21 Finding Source Material 677
- 22 Evaluating Sources 707
- 23 Using Source Material 731
- 24 Preparing an Annotated Bibliography 745
- 25 Citing Sources Using MLA Style 767
- 26 Citing Sources Using APA Style 801

## PART 6 Design and Style for 21st Century Writers

- 27 Designing Documents 829
- 28 Creating Presentations 855
- 29 Composing with Style 879
- 30 Avoiding Common Problems in Grammar and Usage 905



# Contents

Preface *xxiii*

Acknowledgments *xxx*

## PART 1 A Guide to Writing Effectively

### Chapter 1 Why We Write

Understanding Writing	7
Writing in College	8
Writing in the Workplace	14
Writing as a Citizen	15
Writing to Understand Ourselves	17

### Chapter 2 Ten Core Concepts for Effective Writing

<b>The Ten Core Concepts for Effective Writing</b>	<b>22</b>
<b>Core Concept 1</b> Writing is a process of discovery and learning.	22
<b>Core Concept 2</b> Good writing fits the context.	26
<b>Core Concept 3</b> The medium is part of the message.	31
<b>Core Concept 4</b> A writer must have something to say.	34
<b>Core Concept 5</b> A writer must support claims and assertions.	36
<b>Core Concept 6</b> Purpose determines form, style, and organization in writing.	41
<b>Core Concept 7</b> Writing is a social activity.	44
<b>Core Concept 8</b> Revision is an essential part of writing.	47
<b>Core Concept 9</b> There is always a voice in writing, even when there isn't an I.	50
<b>Core Concept 10</b> Good writing means more than good grammar.	55

### Chapter 3 The Ten Core Concepts in Action

<b>Step 1</b> Discover and explore a topic.	60
Begin with a Question	60
Explore Your Questions	61
Select a Working Topic	61

Identify What You Know about Your Topic	62
Adjust Your Question	63
Use Technology to Generate Ideas and Gather Information	63
Write a Discovery Draft	64
<b>Step 2</b> Examine the rhetorical context.	65
Identify Your Audience	65
Consider the Context	66
Review Your Question	66
Develop Your Discovery Draft	67
<b>Step 3</b> Select an appropriate medium.	67
Select a Medium	68
Consider How the Medium Might Shape Your Project	69
Return to Your Discovery Draft	69
<b>Step 4</b> Have something to say.	70
Revisit Your Main Question	70
Write a Guiding Thesis Statement	70
Review Your Discovery Draft	71
Revise Your Guiding Thesis Statement	71
<b>Step 5</b> Back up what you say.	71
Identify Your Main Claims or Assertions	72
Review Your Discovery Draft	73
Write a Complete Draft	73
<b>Step 6</b> Establish a form and structure for your project.	74
Identify the Main Parts of Your Project	74
Develop an Outline	75
Refine Your Outline	75
Write or Revise Your Draft	76
<b>Step 7</b> Get feedback.	76
Consider Peer Review and Other Kinds of Feedback	76
Ask Your Readers to Respond to Your Draft	77
Identify Common Themes in Your Readers' Responses	78
Consider Conflicting Advice in Your Readers' Responses	78
Identify Possible Revisions on the Basis of Your Readers' Feedback	79
<b>Step 8</b> Revise.	79
Focus First on Content	80
Focus Next on Form	80

Consider Your Rhetorical Situation	81
Revisit Your Introduction and Conclusion	81
Prioritize Your List of Potential Revisions	82
<b>Step 9</b> Strengthen your voice.	83
Consider Your Rhetorical Context	83
Consider Whether You Should Use the First Person	84
Strengthen Your Voice	84
<b>Step 10</b> Make it correct.	85

## Chapter 4 A Student Writer Applies the Core Concepts

<b>Step 1</b> Discover and explore a topic.	87
<b>Step 2</b> Examine the rhetorical context.	92
<b>Step 3</b> Select an appropriate medium.	93
<b>Step 4</b> Have something to say.	94
<b>Step 5</b> Back up what you say.	95
<b>Step 6</b> Establish a form and structure for your project.	101
<b>Step 7</b> Get feedback.	103
<b>Step 8</b> Revise.	107
<b>Step 9</b> Strengthen your voice.	115
<b>Step 10</b> Make it correct.	116
<i>Why Is College So Important in the United States?</i> by Chloe Charles	117

## PART 2 Writing to Analyze

### Chapter 5 Understanding Analytical Writing

<b>Occasions for Analytical Writing</b>	125
<b>Understanding Analytical Writing in College</b>	129
A Desire to Understand	130
A Careful Examination of the Evidence	131
Well-Reasoned Conclusions	132
<b>Doing Analysis</b>	133
Using a Framework	133
Making Reasonable Claims on the Basis of Available Information	136
Supporting Claims	140
<b>Features of Analytical Writing</b>	144
<i>Why Are People Who Use Illegal Drugs Demonized?</i> by Gideon Lasco [Annotated Reading]	145

## Chapter 6 Examining Causes and Effects

**Occasions for Causal Analysis** 161

**Understanding Causal Analysis** 162

**Reading Causal Analysis** 164

*Pandemics and Social Capital: From the Spanish Flu of 1918–19 to COVID-19,*

by Arnstein Aassve, Guido Alfani, Francesco Gandolfi, and Marco Le Moglie 165

*Is It Even Possible to Connect “13 Reasons Why” to Teen Suicide?* by Emily Lund and

Michael R. Nadorff 170

*The Roots of Schizophrenia: The Effects of Growing Up with a Schizophrenic Parent,*

by Mehr Sharma 173

**Writing Causal Analysis** 177

**Step 1** Identify a topic for causal analysis. 178

**Step 2** Place your topic in rhetorical context. 179

**Step 3** Select a medium. 179

**Step 4** Identify your main claim. 180

**Step 5** Support your claim(s). 181

**Step 6** Organize your causal analysis. 183

**Step 7** Get feedback. 187

**Step 8** Revise. 188

**Step 9** Refine your voice. 189

**Step 10** Edit. 189

Writing Projects 189

## Chapter 7 Comparing and Synthesizing

**Occasions for Comparing and Synthesizing** 194

**Understanding Comparison and Synthesis** 195

A Reason for Comparison 196

A Basis for Comparison 196

**Reading Comparative Analyses** 198

*The Whole Truth*, by Julian Baggini 199

*Online Learning during the COVID-19 Pandemic: What Do We Gain and What Do We Lose*

*When Classrooms Go Virtual?* by Yoshiko Iwai 202

*Sherlock Holmes Can Teach You to Multitask*, by Maria Konnikova 206

## Writing Analysis Involving Comparison and Synthesis 208

- Step 1** Identify a topic for comparative analysis. 210
- Step 2** Place your topic in rhetorical context. 210
- Step 3** Select a medium. 211
- Step 4** Identify your main claim. 212
- Step 5** Support your claim(s). 214
- Step 6** Organize your comparative analysis. 216
  - Organizing Your Comparative Analysis According to a Point-by-Point Comparison 217
  - Organizing Your Comparative Analysis According to Your Main Claims 218
- Step 7** Get feedback. 220
- Step 8** Revise. 221
- Step 9** Refine your voice. 222
- Step 10** Edit. 222
- Writing Projects 222

## Chapter 8 Conducting Rhetorical Analysis

### Occasions for Rhetorical Analysis 225

### Understanding Rhetorical Analysis 227

Basic Rhetorical Analysis 228

### Using Classical Rhetorical Theory for Rhetorical Analysis 231

Stylistic Analysis 235

### Analyzing Images 238

### Reading Rhetorical Analysis 243

*How DC Mayor Bowser Used Graffiti to Protect Public Space*, by Rebekah Modrak 243

*Earthrise, a Photo That Changed the World*, by Simon Torok, Colleen Boyle, Jenny Gray,

Julie Arblaster, Lynette Bettio, Rachel Webster, and Ruth Morgan 247

*A Rhetorical Analysis of the TED Talk by Model Cameron Russell*, by Kayla Ferderigos 250

## Writing Rhetorical Analysis 253

- Step 1** Identify a topic for rhetorical analysis. 254
- Step 2** Place your topic in rhetorical context. 255
- Step 3** Select a medium. 257
- Step 4** Identify your main claim and develop your analysis. 258

<b>Step 5</b>	Support your analysis.	260
<b>Step 6</b>	Organize your rhetorical analysis.	262
<b>Step 7</b>	Get feedback.	266
<b>Step 8</b>	Revise.	267
<b>Step 9</b>	Refine your voice.	268
<b>Step 10</b>	Edit.	268
Writing Projects		268

## Chapter 9 Analyzing Literary Texts

### Occasions for Analyzing Texts 272

#### Understanding Textual Analysis 274

Interpretation 274

Evidence 274

Summary 274

Terminology 274

#### Reading Textual Analysis 276

*Watchmen and the Birth of Respect for the Graphic Novel*, by Karl Allen 277

*More Than an Elephant in the Room: A Literary Analysis of Hemingway's "Hills Like White Elephants"*, Adapted from an essay by Natalie Huebel 280

*Dangerous Illusions*, by Caetlin Benson-Allott 283

#### Writing Textual Analysis 286

**Step 1** Identify a topic for textual analysis. 287

**Step 2** Place your topic in rhetorical context. 289

**Step 3** Select a medium. 289

**Step 4** Develop your interpretation and identify your main claim. 290

**Step 5** Support your interpretation. 292

**Step 6** Organize your textual analysis. 293

**Step 7** Get feedback. 294

**Step 8** Revise. 295

**Step 9** Refine your voice. 295

**Step 10** Edit. 295

Writing Projects 295

## Chapter 10 Evaluating and Reviewing

**Occasions for Evaluating and Reviewing** 299

**Understanding Reviews and Evaluation** 301

Criteria for Evaluation 301

A Summary or Description of What Is Being Evaluated 302

A Reason for the Review 302

Something Relevant to Say 302

**Reading Reviews** 303

*Review of Thirteen Reasons Why* by Jay Asher, by Bryan Gillis 304

Microsoft Flight Simulator *Review: Buckle In and See the World*, by Keith Stuart 306

*Psycho at 60: The Enduring Power of Hitchcock's Shocking Game-Changer*, by Scott Tobias 308

**Writing Evaluations and Reviews** 311

**Step 1** Identify a topic. 312

**Step 2** Place your review in rhetorical context. 314

**Step 3** Select a medium. 315

**Step 4** Develop the main point of your review. 317

**Step 5** Support your claim through your evaluation of your subject. 318

**Step 6** Organize your review. 320

**Step 7** Get Feedback. 322

**Step 8** Revise. 323

**Step 9** Refine your voice. 324

**Step 10** Edit. 324

Writing Projects 324

## PART 3 Writing to Persuade

### Chapter 11 Understanding Argument

**Occasions for Argument** 329

Arguments to Solve a Problem 329

Arguments to Assert a Position 329

Arguments to Inquire 330

Arguments to Prevail 330

<b>Understanding Argument in College</b>	<b>332</b>
<b>Making Arguments</b>	<b>339</b>
Developing a Main Argument	339
Considering the Rhetorical Situation	341
Making a Persuasive Appeal	342
Making and Evaluating Supporting Claims	354
Appraising and Using Evidence	358
Structuring an Argument	363
<b>Features of Argument</b>	<b>367</b>
<i>In Higher Education, the Wand Chooses the Wizard</i> , by André M. Perry [Annotated Reading]	369

## Chapter 12 Making Academic Arguments

<b>Occasions for Academic Argumentation</b>	<b>376</b>
<b>Understanding Academic Argument: A Case Study</b>	<b>377</b>
<b>Reading Academic Arguments</b>	<b>381</b>
<i>Fulfilling Her Mother's Dream</i> , by Patricia McGuire	382
<i>Crime and Punishment</i> , by Bruce Western	387
<i>The Skinny Truth: Why Government Intervention Is Necessary</i> , by Caroline Veldhuizen	389

### Writing Academic Arguments 396

<b>Step 1</b> Identify a topic for argument.	397
<b>Step 2</b> Place your topic in rhetorical context.	398
<b>Step 3</b> Select a medium.	398
<b>Step 4</b> Identify your main argument.	399
<b>Step 5</b> Support main argument.	400
<b>Step 6</b> Organize your rhetorical argument.	402
<b>Step 7</b> Get feedback.	405
<b>Step 8</b> Revise.	406
<b>Step 9</b> Refine your voice.	407
<b>Step 10</b> Edit.	408
Writing Projects	409

## Chapter 13 Making Arguments in Public Discourse

<b>Occasions for Public Argument</b>	<b>412</b>
<b>Understanding Argument in Public Discourse</b>	<b>414</b>



## Reading Public Arguments 422

- Trigger Warnings Don't Hinder Freedom of Expression: They Expand It*, by Lindy West 423  
*Speech to the United Nations Climate Action Summit*, by Greta Thunberg 426  
*Immigration in the Long Run: A Mutually Beneficial Process*, by Thu Hoang 427

## Writing Arguments in Public Contexts 432

- Step 1** Identify a topic for argument. 433  
**Step 2** Place your topic in rhetorical context. 434  
**Step 3** Select a medium. 435  
**Step 4** Identify your main argument. 436  
**Step 5** Support your main argument. 438  
**Step 6** Organize your argument. 440  
**Step 7** Get feedback. 442  
**Step 8** Revise. 443  
**Step 9** Refine your voice. 445  
**Step 10** Edit. 445  
Writing Projects 446

## Chapter 14 Presenting a Proposal

### Occasions for Writing Proposals 449

### Understanding Proposals 452

### Reading Proposals 458

- University of California Student Investment Proposal*, by Fix UC 458  
*Puppies Behind Bars*, by Annie Teillon 462  
*Proposal to Reduce the National Drinking Age*, by Choose Responsibility 467

## Writing Proposals 474

- Step 1** Identify a project for your proposal. 474  
**Step 2** Place your topic in rhetorical context. 476  
**Step 3** Select a medium. 477  
**Step 4** Identify your main points. 479  
**Step 5** Support your main points. 480  
**Step 6** Organize your proposal. 482  
**Step 7** Get feedback. 483  
**Step 8** Revise. 484  
**Step 9** Refine your voice. 485  
**Step 10** Edit. 485  
Writing Projects 485

## PART 4 Writing to Narrate and Inform

### Chapter 15 Understanding Narrative Writing

**Occasions for Narrative** 489

**Understanding Narrative Writing in College** 491

**Telling Stories** 500

Maintaining Focus 500

Structuring a Narrative 502

Writing Purposeful Description 504

Showing and Telling 506

**Features of Narrative** 507

*The Art of Butchery*, by Amanda Giracca [Annotated Reading] 508

### Chapter 16 Writing Personal Narratives

**Occasions for Personal Narrative** 517

**Understanding Personal Narrative** 521

**Reading Personal Narrative** 525

*The Balancing Act*, by Haley Lee 526

*Some Thoughts on Mercy*, by Ross Gay 529

*My Brother Caleb*, by Libra Dolce 537

**Writing Personal Narratives** 539

**Step 1** Identify a topic for your personal narrative. 540

**Step 2** Place your topic in rhetorical context. 543

**Step 3** Select a medium. 544

**Step 4** Identify the main point of your narrative. 545

**Step 5** Support your main point. 546

**Step 6** Organize your narrative. 547

**Step 7** Get feedback. 549

**Step 8** Revise. 549

**Step 9** Refine your voice. 551

**Step 10** Edit. 552

Writing Projects 552

## Chapter 17 Writing Literacy Narratives

**Occasions for Literacy Narrative** 556

**Understanding Literacy Narratives** 560

**Reading Literacy Narratives** 564

*Reading, Writing, and Feeling*, by Nicholas Johnson 565

*Swimming Through Writer's Block at an Icelandic Public Pool*, by Amanda Whiting 568

*Listening to Hear*, by Yasmin Zacaria Mikhael 572

**Writing Literacy Narratives** 575

**Step 1** Identify a topic. 575

**Step 2** Place your topic in rhetorical context. 577

**Step 3** Select a medium. 578

**Step 4** Identify the main point of your narrative. 580

**Step 5** Support your main point. 581

**Step 6** Organize your narrative. 582

**Step 7** Get feedback. 584

**Step 8** Revise. 586

**Step 9** Refine your voice. 587

**Step 10** Edit. 587

Writing Projects 588

## Chapter 18 Writing Informative Essays

**Occasions for Informative Writing** 592

**Understanding Informative Writing** 593

**Reading Informative Writing** 600

*Gamification: How Competition Is Reinventing Business, Marketing, and Everyday Life*,  
by Jennifer Van Grove 601

*Perspective from the Field: Illegal Puppy Imports Uncovered at JFK Airport*,  
by Molly K. Houle 606

*The Nature of Our Nature*, by Anna Lappé 612

**Writing Informative Essays** 615

**Step 1** Identify a topic. 616

**Step 2** Place your topic in rhetorical context. 617

**Step 3** Select a medium. 618

<b>Step 4</b>	Identify the main point of your informative project.	619
<b>Step 5</b>	Support main point.	620
<b>Step 6</b>	Organize your informative project.	622
<b>Step 7</b>	Get feedback.	623
<b>Step 8</b>	Revise.	623
<b>Step 9</b>	Refine your voice.	624
<b>Step 10</b>	Edit.	625
Writing Projects		625

## PART 5 Essential Reading and Research Skills

### Chapter 19 Reading for Understanding and Engagement

<b>Understanding Academic Writing as Conversation</b>	628
<b>A Strategy for Reading Academic Texts</b>	632
Skim to Get the Big Picture	633
Read the Abstract, Preface, or Introduction	633
Place the Text in Rhetorical Context	634
Identify Key Terms	637
Use the Structure	639
Review the Bibliography	640
Take Notes	641
<b>Reading Critically</b>	642
Determine the Meaning	645
Evaluate the Nature and Credibility of the Source	645
Consider the Rhetorical Context	645
<b>Summarizing and Paraphrasing</b>	648
<b>Synthesizing</b>	652
Keep Larger Goals in Mind	653
Identify a Main Point	654
Use Only the Source Material You Need	654

### Chapter 20 Writing Summary-Response Essays

<b>Occasions for Summary-Response Writing</b>	660
<b>Understanding Summary-Response</b>	662

## **Using the Ten Core Concepts to Write a Summary-Response Essay 667**

**Step 1** Identify a topic. 667

**Step 2** Place your topic in rhetorical context. 668

**Step 3** Select a medium. 669

**Step 4** Identify the main point of your summary-response project. 669

**Step 5** Support main point. 670

**Step 6** Organize your summary-response project. 672

**Step 7** Get feedback. 673

**Step 8** Revise. 673

**Step 9** Refine your voice. 674

**Step 10** Edit. 674

Writing Projects 675

## **Chapter 21 Finding Source Material**

### **Understanding Research 677**

#### **Determining What You Need 679**

Consider Your Purpose and Audience 679

Generate Questions You Might Need to Address 680

Identify Possible Sources to Answer Your Questions 680

#### **Understanding Sources 682**

Books 684

Scholarly Journals 685

Reference Materials 686

Magazines and Newspapers 688

Websites 689

Social Media 690

#### **Locating the Right Sources 691**

Library Websites 691

Databases 691

Search Engines 692

#### **Developing a Search Strategy 694**

Do a General Search for Materials on Your Topic 696

Narrow Your Search to Explore Specific Issues and Questions 700

Do a Targeted Search to Fill Gaps in Your Source Information  
and Find Alternative Viewpoints 705

## Chapter 22 Evaluating Sources

### Determining Whether a Source Is Trustworthy 707

Credibility 709

Reliability 711

Understanding Bias 712

### Evaluating Source Material for Your Rhetorical Purposes 716

*Distance Learning During the Pandemic Has Flaws, but Online Degrees Are Legitimate,*

by Rainesford Stauffer, *Teen Vogue* 717

*What Students Are Doing Is Remote Learning, Not Online Learning. There's a Difference.*

by Ryan Craig, EdSurge.com 719

*Is Remote Learning Better?* by Frederick M. Hess, *National Review* 721

Is the Source Credible? 723

Is the Source Reliable? 724

What Is the Bias of the Source? 725

How Useful Is the Source? 728

## Chapter 23 Using Source Material

### Quoting from Sources 731

Quote Only What You Need and When Necessary 731

Reproduce the Original Text Accurately 733

Be Concise 733

Make It Fit 735

### Additional Guidelines for Quoting from Sources 738

Punctuate Complete Quotations Correctly 738

Insert Quoted Phrases When You Don't Need an  
Entire Statement 739

Use Ellipses to Indicate Missing Words from a Quotation 739

Use Brackets to Indicate a Modified Quotation 740

### Avoiding Plagiarism 740

## Chapter 24 Preparing an Annotated Bibliography

### Features of an Annotated Bibliography 746

### Creating a Bibliographic Citation 747

### Writing Annotations 748

## Using the Ten Core Concepts to Write an Annotated Bibliography 752

- Step 1** Identify a topic. 752
- Step 2** Consider the rhetorical context. 753
- Step 3** Select a medium. 754
- Step 4** Identify the main point of your annotated bibliography. 755
- Step 5** Support your main point. 757
- Step 6** Organize your annotated bibliography. 758
- Step 7** Get feedback. 758
- Step 8** Revise. 759
- Step 9** Refine your voice. 760
- Step 10** Edit. 760

### Sample Student Bibliography 761

*Political Polarization and Free Speech on College Campuses in the United States:  
An Annotated Bibliography*

## Chapter 25 Citing Sources Using MLA Style

### Two Main Components in MLA Style 767

### Creating In-Text Citations in MLA Style 768

### Creating a Works Cited List in MLA Style 773

Books 776

Periodicals 780

Other Sources 783

### Sample MLA-Style Research Paper 788

*An Analysis of the Research on the Prevalence and Perpetuation of Emotional Abuse in  
Relationships*, by Olivia Thomas 789

## Chapter 26 Citing Sources Using APA Style

### Two Main Components in APA Style 801

### Creating In-Text Citations Using APA Style 802

### Creating a References List in APA Style 807

Books 809

Periodicals 812

Other Sources 815

### Sample APA-Style Research Paper 818

*U.S. Foreign Policy on Religious Persecution*, by Nazafat Jarrin 819

## PART 6 Design and Style for 21st Century Writers

### Chapter 27 Designing Documents

#### Understanding Document Design as a Rhetorical Tool 830

#### Principles of Document Design 833

Contrast 834

Repetition 835

Alignment 837

Proximity 838

#### Working with Visual Elements 842

Working with Tables, Graphs, and Charts 842

Working with Images 847

#### Designing Documents: Two Sample Projects 849

Print Documents 849

Designing a Website 851

### Chapter 28 Creating Presentations

#### Understanding Presentations as Rhetorical Events 855

#### Delivering Presentations 857

#### Guidelines for Using Presentation Software 865

Keeping Your Purpose in Mind 865

Designing Slides That Inform and Engage 866

#### A Sample Presentation 871

### Chapter 29 Composing with Style

#### Developing an Academic Writing Style 879

Learning to Write Like a Scholar 880

Principles of Academic Inquiry 881

#### Writing Paragraphs 885

Writing Well-Developed Paragraphs 886

Achieving Coherence 887

Achieving Cohesion 889

#### Framing 890



**Writing Introductions 893**

Getting Right to the Point 894

Focusing on Context 894

Using a Reference Point 895

Telling an Anecdote 896

**Transitions 897**

**Chapter 30 Avoiding Common Problems in Grammar and Usage**

**Strategies for Avoiding Errors 906**

**Coordination, Subordination, and Parallelism 907**

Coordination 908

Subordination 910

Parallel Structure 911

**Common Sentence-Level Problems 912**

Run-On or Fused Sentences 912

Fragments 914

Misplaced and Dangling Modifiers 915

**Common Pronoun Errors 918**

Incorrect Pronoun Case 918

Vague Pronoun Reference 919

Noninclusive and Gender-Neutral Indefinite Pronouns 919

**Word Choice and Style 921**

Imprecise Word Choices 921

Wrong Word 922

Confusing Similar Words 922

**Common Punctuation Errors 927**

Missing Commas 927

Unnecessary Commas 931

Comma Splices 933

Incorrect Use of Semicolons 933

Incorrect Use of Apostrophe 935

Incorrect Use of Colons 937

***Index I-1***