

# Table of Contents

1. Textbook Layout Jessie Borgman	<b>1</b>
2. Section 1: English Composition Chapters Jessie Borgman	<b>2</b>
3. Chapter 1: Online Learning Jessie Borgman	<b>3</b>
4. Chapter 2: Discussions in the Online Course Sarah Dwyer	<b>8</b>
5. Chapter 3: Genre and Context Jessie Borgman	<b>11</b>
6. Chapter 4: College Writing and the Five-Paragraph Essay Theme Jessie Borgman	<b>16</b>
7. Chapter 5: Becoming an Active Reader Jessie Borgman	<b>19</b>
8. Annotation Example PDF Jessie Borgman	<b>23</b>
9. Says-Does Example Jessie Borgman	<b>27</b>
10. Notes Example Jessie Borgman	<b>30</b>
11. Chapter 6: Prewriting, Drafting and Revising Jessie Borgman	<b>31</b>
12. Outline Example Jessie Borgman	<b>35</b>
13. Freewrite Example Jessie Borgman	<b>36</b>

14. Cluster Map Example Jessie Borgman	<b>37</b>
15. Chapter 7: Paragraphs and Topic Sentences Jessie Borgman	<b>38</b>
16. Paragraph and Topic Sentence Examples Jessie Borgman	<b>45</b>
17. Chapter 8: The Thesis, Theory, or Statement of Purpose Emily Bencsics	<b>51</b>
18. Chapter 9: Using Sources Jessie Borgman	<b>54</b>
19. Using Sources an Example Essay Jessie Borgman	<b>57</b>
20. Chapter 10: Research and the Annotated Bibliography Jessie Borgman	<b>64</b>
21. Annotated Bibliography Example Jessie Borgman	<b>68</b>
22. Chapter 11: A Brief Grammar and Punctuation Review Jody Shine	<b>72</b>
23. References for English Composition Chapters Jessie Borgman	<b>92</b>
24. Section 2: Technical Writing Chapters Jessie Borgman	<b>93</b>
25. Technical Writing Chapter 1: Introduction to Technical Communication Sarah Dwyer	<b>94</b>
26. Technical Writing Chapter 2: Stylistics Sarah Dwyer	<b>104</b>
27. Technical Writing Chapter 3: Specific Documents Sarah Dwyer	<b>113</b>
28. Email Sarah Dwyer	<b>114</b>
Email: Request (Action) 1	<b>117</b>
Email: Routine Reply	<b>119</b>
29. Application Materials Sarah Dwyer	<b>120</b>
30. Cover Letter Sarah Dwyer	<b>122</b>

Career Letter: Application Letter - Solicited	<b>123</b>
Career Letter: Application Letter - Unsolicited	<b>125</b>
<b>31. Resume</b>	
Sarah Dwyer	<b>126</b>
Résumé: Chronological	<b>129</b>
Résumé: Functional	<b>131</b>
<b>32. Interviews and Follow-Up Letters</b>	
Sarah Dwyer	<b>132</b>
Career Letter: Follow-up Message - Thank You	<b>135</b>
Career Letter: Follow-up - Acceptance	<b>137</b>
Career Letter: Follow-up - Declining Offer	<b>139</b>
<b>33. Memos</b>	
Sarah Dwyer	<b>140</b>
Memo: Negative News - Direct Approach	<b>143</b>
Memo: Negative News - Indirect Approach	<b>145</b>
Memo: Request (Action)	<b>147</b>
Memo: Positive Message	<b>149</b>
<b>34. Letters</b>	
Sarah Dwyer	<b>150</b>
Letter: Standard Letter Parts	<b>153</b>
Letter: Negative News - Direct Approach	<b>155</b>
Letter: Negative News - Indirect Approach	<b>157</b>
Letter: Persuasive (Using AIDA)	<b>159</b>
<b>35. Claim and Adjustment Letters</b>	
Sarah Dwyer	<b>160</b>
Letter: Making a Claim	<b>161</b>
Letter: Granting Claim (Your Company at Fault)	<b>163</b>
Letter: Refusing Claim	<b>165</b>
<b>36. Definition and Description</b>	
Sarah Dwyer	<b>166</b>
<b>37. Reports</b>	
Sarah Dwyer	<b>170</b>

Report: Progress Report 2	<b>177</b>
Informal Report: Analytical Report	<b>181</b>
Formal Report: Abstract	<b>185</b>
Formal Report: Implement Policies and Procedures	<b>187</b>
Proposal: Formal	<b>189</b>
38. Instructions and Procedures Sarah Dwyer	<b>199</b>
39. Visuals Sarah Dwyer	<b>201</b>
40. Electronic Media Sarah Dwyer	<b>205</b>
41. Presentations Sarah Dwyer	<b>207</b>
42. References for Technical Writing Chapters Sarah Dwyer	<b>209</b>
43. Section 3: Resources and Essays Jessie Borgman	<b>210</b>
44. Introduction to the Resources and Essays Jessie Borgman	<b>211</b>
45. Purdue Online Writing Lab Jessie Borgman	<b>213</b>
46. Appropriate and Respectful Language Chris M. Anson/Robert A. Schwegler	<b>215</b>
47. Researching to Support Composing Anne Frances Wysocki/Dennis A. Lynch	<b>229</b>
48. About Visual Modes of Communication Anne Frances Wysocki/Dennis A. Lynch	<b>273</b>
49. Advertising and Consumerism Gary J. Goshgarian/Kathleen Krueger	<b>319</b>
50. Drafting Introductions and Conclusions Richard Johnson-Sheehan/Charles Paine	<b>361</b>
51. Using Argumentative Strategies Richard Johnson-Sheehan/Charles Paine	<b>371</b>
52. Quoting, Paraphrasing, and Citing Sources Richard Johnson-Sheehan/Charles Paine	<b>387</b>

53. Planning a Research Project H. Ramsey Fowler/Jane E. Aaron	<b>401</b>
54. APA Documentation Anne Frances Wysocki/Dennis A. Lynch	<b>417</b>
Shitty First Drafts Anne Lamott	<b>446</b>
How to Mark a Book Mortimer Adler	<b>452</b>
On Keeping a Notebook Joan Didion	<b>458</b>
Why I Write Joan Didion	<b>468</b>
What Writing Is Stephen King	<b>476</b>
I Think, Therefore IM Jennifer Lee	<b>482</b>
Writer's Block Henry Martin	<b>488</b>
Summons for Reckless Grammar Michael Maslin	<b>490</b>
How to Say Nothing in 500 Words Paul Roberts	<b>492</b>
The Death of Reading Mitchell Stephens	<b>507</b>
Writing William Stafford	<b>523</b>
Notes on Punctuation Lewis Thomas	<b>527</b>
The Act of Writing: One Man's Method William Zinsser	<b>533</b>
Don't You Think It's Time to Start Thinking? Northrop Frye	<b>542</b>
What Is Style? Mavis Gallant	<b>546</b>
Winning Hearts and Minds in War on Plagiarism Scott Jaschik	<b>551</b>
The Grooves of Academe Robin Tolmach Lakoff	<b>560</b>

"Punctuation Might Break the Momentum" Bob Thaves	<b>574</b>
Hooked on Gadgets, and Paying a Mental Price Matt Richtel	<b>577</b>
Cyberspace: If You Don't Love It, Leave It Esther Dyson	<b>589</b>
Can You Be Educated From a Distance? James Barszcz	<b>596</b>
Panic Helps You Focus Lynn Johnston	<b>601</b>
Staying Awake: Notes on the Alleged Decline of Reading Ursula K. Le Guin	<b>604</b>
Who's in Charge of the English Language? Casey Miller and Kate Swift	<b>615</b>
The Joy and Enthusiasm of Reading Rick Moody	<b>623</b>
The Maker's Eye: Revising Your Own Manuscripts Donald M. Murray	<b>626</b>
Are Too Many People Going to College? Charles Murray	<b>632</b>
Dear Editor Charles Schulz	<b>650</b>
Me Talk Pretty One Day David Sedaris	<b>652</b>
The Case for Curling Up with a Book Carol Shields	<b>658</b>
Growing Up Russell Baker	<b>662</b>
"If the Internet Were Really an Information Superhighway" Joe Heller	<b>671</b>
From Silence to Words: Writing as Struggle Min-zhan Lu	<b>674</b>
Why I Write George Orwell	<b>691</b>
Still Just Writing Anne Tyler	<b>700</b>
Sex, Lies, and Advertising Gloria Steinem	<b>712</b>

The Perils and Promise of Online Schmoozing Jane Black	<b>734</b>
Finding One's Own Space in Cyberspace Amy Bruckman	<b>738</b>
Small Change: Why the Revolution Will Not Be Tweeted Malcolm Gladwell	<b>750</b>
The MySpace Generation Jessi Hempel with Paula Lehman	<b>763</b>
Today's Kids Are, Like, Killing the English Language. Yeah, Right. Kirk Johnson	<b>774</b>
Everyone Speaks Text Message Tina Rosenberg	<b>779</b>
What Adolescents Miss When We Let Them Grow Up in Cyberspace Brent Staples	<b>787</b>
Perceptions of Feminine Beauty Anonymous	<b>791</b>
The Female Body Margaret Atwood	<b>795</b>
Is Google Making Us Stupid? Nicholas Carr	<b>801</b>
What's So Great about America Dinesh D'Souza	<b>814</b>
Why are we Dressing our Daughters like This? Lianne George	<b>819</b>
What Made America Fat? Barry Glassner	<b>831</b>
The Tipping Point Malcolm Gladwell	<b>853</b>
"Your Report Card is All A's" Johnny Hart	<b>864</b>
Boy Problems Ann Hulbert	<b>867</b>
Brains, Brawn, and Beauty: A Place for Feminist Academics in Aesthetic Body Sports, or Working towards a Physical Feminism Carolyn Ives	<b>872</b>
Let's Talk about Gender, Baby Wendy Kaminer	<b>881</b>
Food News Can Get You Dizzy, So Know What to Swallow Linda Kulman	<b>885</b>

Class in America—2006 Gregory Mantsios	<b>892</b>
From: Reading At Risk National Endowment for the Arts	<b>911</b>
Cinderella on a Talk Show John O'Brien	<b>922</b>
Take My Privacy, Please David Pogue	<b>925</b>
This Eminem May Melt Your Ears Mike Ross	<b>929</b>
Student Friendly Courses Gary B. Trudeau	<b>933</b>
How Computers Change the Way We Think Sherry Turkle	<b>937</b>
Seventeen's About Face on Altered Photos Jim Warren	<b>947</b>
Index	<b>951</b>