

SIXTH EDITION

Strategies for Successful Writing

A Rhetoric, Research Guide, Reader, and Handbook

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Robert von der Osten

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Preface

The sixth Canadian edition of *Strategies for Successful Writing: A Rhetoric, Research Guide, Reader, and Handbook* is a versatile, all-in-one text that offers ample material for either a full-year or a one-term composition course.

While informed by current rhetorical theory, the text engages students directly through a clear, conversational style that invites them into the text, lessens their apprehension about writing, and provides a model for their own prose. This style complements our practical, student-based approach to writing.

The organization of *Strategies for Successful Writing* reflects a view of writing as a process that is rarely linear. This edition emphasizes the interrelationship of critical reading, thinking, and writing. It helps students move along a developmental continuum as they learn, practise, and consolidate their writing skills, while also helping them gain insight into the recursive and fluid nature of the writing process. Students learn how to generate ideas in the early prewriting stages; how to arrange these ideas in the drafting stage, employing rhetorical devices such as analysis, comparison, or argument; and how to make strategic changes in the editing stage. Lively and appealing professional and student model essays help students observe and internalize the strategies of effective writing. Practical classroom-tested activities engage students in and give rise to stimulating class discussions.

CHANGES IN THE SIXTH CANADIAN EDITION

The sixth Canadian edition of *Strategies for Successful Writing* has been carefully streamlined, but retains the many strengths of previous editions while incorporating improvements suggested by readers and reviewers. New readings and updated excerpts appear throughout the text. Among the many changes we have made in this edition, the following are noteworthy.

- **A record number of 24 new essays, many with a Canadian focus.** The new essays include not only 17 new professional essays, but also 7 new student-authored essays. The essays that have been selected have high interest and relevance for students in diverse communities, focusing on areas such as language differences, climate change, and community issues such as homelessness.
- **More inclusion of student voices.** Since many instructors and students find student prose models especially practical, this edition includes two student essays with MLA documentation, as well as a sample student outline, a sample student research proposal, and a sample tentative bibliography.
- **More samples of academic and other documented essays.** These in-depth essays include one on food politics from the independent magazine *The*

Walrus, one on a coming North American water crisis from a book by Chris Wood, and one on homelessness from the scholarly journal *Anthropologica*.

- **Inclusion of essays that work synergistically.** In addition to paired arguments on nuclear energy, food politics, and Canadian policies on inclusion, many other essays, such as the two paired literacy narratives by Canadian students, can be taught together. In Chapter 10, two essays offer extended definitions of ethno-cultural identities, and blend personal history with reflection and critical questioning in authentic ways. In Chapter 11, any two of the essays can be taught together, focusing either on different conversational styles or comparison of Eastern and Western cultural values.
- **New section on writing for new media.** New material on writing in multiple genres and for changing online environments such as blogs, websites, and social media has been added to Chapter 1.
- **Revision of argument chapter.** This section now includes a section on visual argumentation, and includes a sample scholarly article that serves as a useful model for the use of graphic visuals. This essay also models an effective blending of sources from both secondary research and primary research such as interviews.
- **Enhancement of research and documentation chapters.** Updated guidelines on conducting research now focus more heavily on electronic research. There is also new section on writing proposals for a research paper, along with a sample student research proposal. The material on MLA and APA documentation has been separated into two chapters for purposes of clarity.

THE RHETORIC

The Rhetoric is a streamlined 13 chapters, which may be used independently or sequentially. The first five chapters are grouped together under the heading Writing Strategies: A Writing Process. These chapters help students learn and practise writing strategies for planning, drafting, revising, and editing. Chapter 1 gives an overview of the principles of effective writing: awareness of purpose; awareness of audience, including conventions in different discourse communities; the qualities of strong writing; and ethical concerns in writing. Chapter 2 offers strategies for active reading, including summaries and critiques. Chapter 3 looks at strategies for prewriting, drafting, and finding a thesis. Chapters 3 and 3 are unified by an unfolding case history that includes the first draft of a student paper, the initial revision marked with changes, and the final version. Notes in the margin highlight key features of the finished paper. Students can relate the sequence of events to their own projects as they work through the various stages. Chapter 4 focuses on more global revision strategies, while Chapter 5 focuses on local revisions, helping students to look closely at paragraphs, sentences, and words, and to think about their editing in more subtle ways as they consider style, tone, diction, sentence rhythm, variety, and emphasis. Sets of checklists pose key questions for students to consider.

The remaining eight chapters in the Rhetoric feature various strategies, or modes such as illustration, cause and effect, definition, and argument, that can be used to develop an essay. While we point out that these strategies do not usually exist in isolation and may overlap considerably, these rhetorical modes can be considered natural ways of organizing our thoughts and ideas. Each of these eight chapters includes a mini-reader,

PREFACE

which contains at least one student essay and one professional essay that illustrate the relevant rhetorical mode. The first essay in each strategy section is annotated in the margin to highlight aspects of the rhetorical strategy under discussion.

The rhetorical strategies move progressively from more personal writing closer to home to more analytical writing and eventually to more research-based, formal writing. These strategies also move from relatively straightforward to more complex kinds of writing, culminating with persuasion and argument. In Chapter 6, which focuses on narration, and we have provided new material, and sample student essays, on the literacy narrative that invites students into a metacognitive reflection on their own learning about literacy. Strategies for using illustration follow, since illustration is commonly used to strengthen both personal and formal writing. The next three rhetorical modes—process analysis, cause and effect, and definition—all represent types of analytical writing. Chapters 11 and 12 introduce the organizational patterns of comparison and classification. Finally, Chapter 13, Strategies for Convincing Others, shows how argument often subsumes many rhetorical modes such as definition, illustration, and analysis. Because argument is an important focus for many writing instructors, we have included two pairs of model essays in Chapter 13, in addition to the five argument essays in the Reader. These essays pair arguments on the politics of food and on cultural diversity, and instructors can use them separately or together.

THE RESEARCH GUIDE

Chapters 14 to 17 constitute the Research Guide. Chapter 14 shows how to narrow down a topic requiring secondary research, choose and evaluate sources, take notes, and blend in sources. This chapter includes examples of a topic and sentence outline for a research paper, and sample student research arguments using MLA and APA styles. Chapter 15 explains and illustrates the most common primary research strategies: interviews, questionnaires, and direct observations. Student models, annotated with margin notes, embody the key features of these strategies. Chapters 16 and 17 show how to blend in external sources using the two main styles of documentation in common use: the Modern Language Association (MLA) system, favoured by English and humanities instructors, and the American Psychological Association (APA) system, used by most social science and psychology instructors. These chapters also show the correct formats for references within the body of the paper.

THE READER

The third section of the text is the Reader, organized according to broad rhetorical categories of personal writing, analysis, and argument. Within these broader categories instructors will find examples of other rhetorical strategies, such as narrative or definition. Instructors may also choose to approach the essays thematically (see the Thematic Table of Contents in the Instructor's Manual), for example by examining different points of view on cultural identities, popular culture, or health. A brief biographical note about the author precedes each selection, and stimulating questions designed to enhance student understanding of structure and strategy follow it. In addition, a section titled Toward Key Insights poses one or more broad-based

questions prompted by the essay's content. Answering these questions, either in discussion or in writing, can help students engage more deeply with their writing as they gain more insight into important issues. Finally, we include one or more writing assignments related to each essay's topic.

THE HANDBOOK

The fourth and final section of the text is a concise grammar and mechanics handbook, which features tab indexing on each page for easy access to all material and consists of five parts: Sentence Elements, Editing to Correct Sentence Errors, Editing to Correct Faulty Punctuation and Mechanics, Spelling, and Glossary of Word Usage. Explanations avoid using unnecessary grammatical terminology and are reinforced by sets of sentence exercises in the first three sections. The section Sentence Elements explains how students can use sentence structure to improve their writing skills. We also include connected-discourse exercises—unfolding narratives that engage and retain student interest while they correct errors—in the sections Sentence Errors and Editing to Correct Faulty Punctuation and Mechanics. The Spelling section presents four useful spelling rules and an extensive list of commonly misspelled words. The Glossary of Word Usage offers a similarly comprehensive coverage of troublesome words. Instructors can use the Handbook either as a reference guide or as a basis for class discussion.

SUPPLEMENTS

MyWritingLab

Where practice, application, and demonstration meet to improve writing. MyWritingLab, a complete online learning program, provides additional resources and effective practice exercises for developing writers. MyWritingLab accelerates learning through layered assessment and a personalized learning path. With more than 8000 exercises and immediate feedback to answers, the integrated learning aids of MyWritingLab reinforce learning throughout the semester.

Instructor's Resource Manual *Strategies for Successful Writing*, Sixth Canadian Edition, offers an Instructor's Resource Manual with teaching strategies, additional classroom activities, suggested answers to the text's exercises, and additional readings for instructors. The manual is available to instructors from the Pearson Canada online catalogue at www.pearsoncanada.ca/highered.

CourseSmart for Instructors CourseSmart goes beyond traditional expectations—providing instant, online access to the texts and course materials you need at a lower cost for students. And even as students save money, you can save time and hassle with a digital eText that allows you to search for the most relevant content at the very moment you need it. Whether it's evaluating texts or creating lecture notes to help students with difficult concepts, CourseSmart can make life a little easier. See how when you visit www.coursesmart.com/instructors.

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