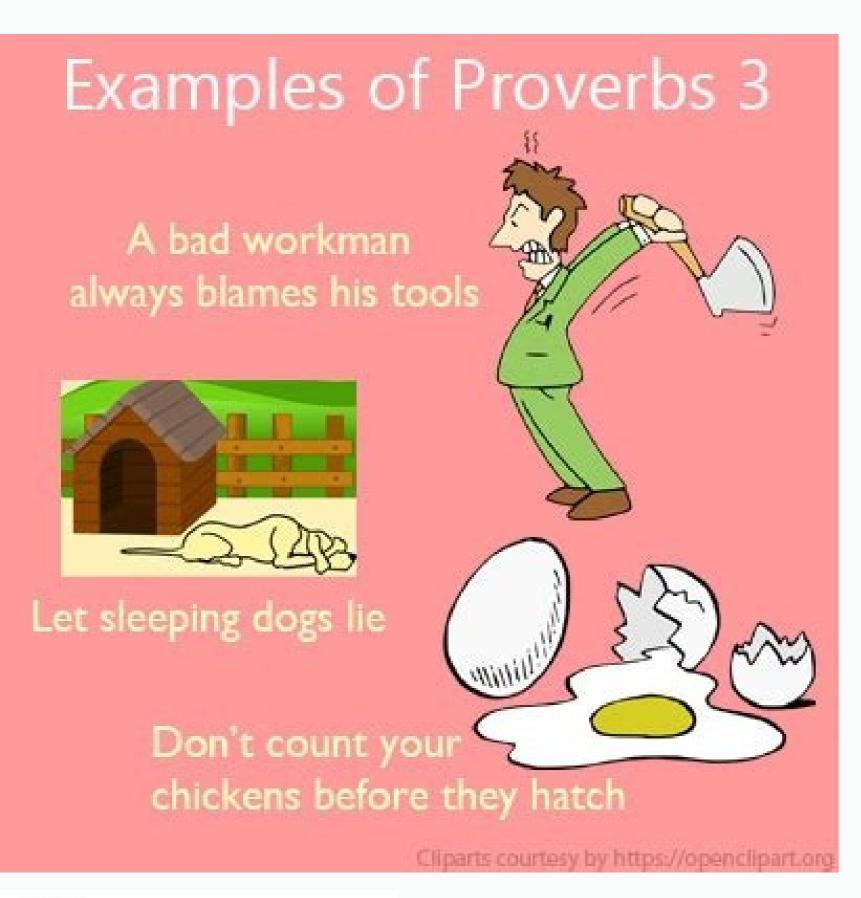
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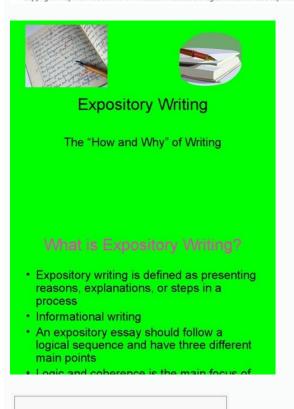
How to Measure Success: The Impact of Scholarly Concentrations on Students—A Literature Review

5. Beth Bierer, PRD, and Hulju Carne Chen, MD, MSEd

Abstract

Purpose

Scholarly concentrations (SCs) are elective or required curricular experiences that give students opportunities to the study subjects in depth beyond the conventional medical curriculum. When the students of the conventional medical curriculum independent schoolarly project. This literature review explores the question, "HALL impact do SC programs have on medical students?" (Abst do asions, 82 full-test paper were considered, and 39 shudies met information of the subject of Schoolarly concentrations of the submitted of the submitted of the conventional medical curriculum. (Abstract the submitted of the submitted







As you read and view, then, you'llwant to remain alert to the specific choices rhetors have made as well as whetherthose choices are the most fruitful ones. Your audience is your partner, and your purposeis to restore your good relationship. What is the place (physical, social, academic, economic, and so on) from which the author creates and sends the response? Keep in mind that the rhetorical appeals can sometimes overlap. 5. What kind of language does the author use—plain or specialized, slang or formal? I also hope that circumstances will soondisinherited children of God sat down at lunch make it possible for me to meet each of you, notcounters, they were in reality standing up for as an integrationist or a civil rights leader butwhat is best in the American dream and for as a fellow clergyman and a Christian brother. the most sacred values in our Judaeo-Christian Let us all hope that the dark clouds of racialheritage, thereby bringing our nation back to prejudice will soon pass away and the deep fogthose great wells of democracy which were dug of misunderstanding will be lifted from ourdeep by the founding fathers in their formula-fear-drenched communities, and in some nottion of the Constitution and the Declaration of too distant tomorrow the radiant stars of loveIndependence. Each rhetor naturally chooses from among the available means, basing choices on the context, the audience, and the constraints (negative obstacles) and resources (positive in-fluences) of the rhetorical situation. These people can use words to negotiatespecific features (color, engine, wheel design, model, and so on) and price. I found myself calling on their expertise atvarious times throughout the creation of this book. But like many successful rhetors, Truth spent the body of her speech emphasizing logos, the shape of her reasoning, particularly her response to ar- guments against women's rights: Then they talk about this thing in the head; what's this they call it? Thomas. Whether students are less opportunities a college education provides learning is not a yes or no question. For some groups facing discrimination, then, declaring themselves as worthy of speaking has been the first step toward overcoming theconstraints of their rhetorical situation. Such an announcement is rhetorical situation. Such an announcement is rhetorical situation. existnearly everywhere you look. Your university's football coach, whom you have long admired, is receiving a great deal of negative press because the football team is losing. Clearly, the purpose of all adver-tising is to sell a product, so every ad-vertiser must keep a buying audiencein mind. When I meetcare of the children when they are sick, a wife people at school that I like and want to entertain, who arranges to be around when the children I want a wife who will have the house clean, willneed special care, because, of course, I cannot prepare a special meal, serve it to me and mymiss classes at school. In addition to comprising a fitting response to the problem at hand, the Spell-ings Report and detailed supporting documents were delivered through aneasily accessed electronic medium that immediately reached a wide audience: the World Wide Web. I want a wife who will keep my houseis, of course, with his ex-wife. And to what effect? Is the problem an exigence that can be modified through verbal (spoken or written) or visual discourse? Is it accessible to students of all backgrounds, including mi- Some of our best and brightest came to- norities, low-income students, and adults? 52 PART 1 ENTERING THE CONVERSATIONRhetorical SituationPhoto © Suzi AltmanA September 11 memory wall.. To achieve that goal, respond in writing to this list of guestions:1. Each rhetor must negotiate a unique set of rhetorical constraints and resources in order to determine the best available means. I use it because it's more convenient than walking over to the library and searching. Whether or not you agree with Brady, it's important for you to be able to analyze her rhetorical situation, starting with the reason she may have written this essay in the first place. Freewriting Freewriting means just what it says: it's the writing you do that costs you nothing. In fact, manywriters keep a pen and notebook by their bed because ideas often come to themjust as they're falling asleep. Our universities are known as the best in the world. If you're writing in an academic context, what means of deliv- ery are you expected to use and what kinds of specialized audiences are you addressing? Share your response with the rest of the class. After attending a school board meeting and listening to the discussion of budget cuts, you may feel the need to write a letter to the editor of your local newspaper about the importance of music classes to schoolchildren. In a rhetorical situation, that exigence can be success of any communication. After you have selected a text, read it carefully, keeping in mind that the ulti- mate goal of a rhetorical elements work together to create a fitting response, and to assess the overall effectiveness of that response. You'll begin to develop your rhetori-cal skills as you work through these chapters, but you'll continue to sharpenthem all through your college career and into the workplace. In other words, account for Bérubé's use of the rhetorical appeals (ethos, pathos, and logos), evidence and authority, distinctive style, and rhetorical methods of development. For instance, by asking a question, your instructor creates a call for change in the classroom. Was Christopher Cokinos's book on the extinction of bird species a fitting response? Think of a time you identified an exigence but didn't response. elements of "any given situation." PREFACE xiHow Does the Book Work? Well then, let's have some de- A high school diploma should be a ticket bate on how to make higher education avail- to success—including success in college. A kigh school diploma should be a ticket bate on how to make higher education avail- to success—including success in college. situations or whether an unexpected genre would have the effect you want. As you plan your college writing assignments, you'll probably continue torely on the methods that have worked for you in the past. Technology for teaching and learning is especially strong here at State. 231Locating an audience 195Identifying a Fitting Response 196 Guide to Responding to the RhetoricalFinding a purpose and shaping a fitting Situation 232 response 196 Understanding the RhetoricalWriting an Investigative Report 197 Locating an audience 233Checking Over an Investigative Report 198 Identifying a Fitting Response 234Student paper 198 Finding a purpose and shaping a fittingKelly McNeil, "Red Bull: Out-Marketing the Campus response 234 Competition One Energy Drinker at a Time" 199 Writing a Position Argument: WorkingAlternative Assignments 207 with Your Available Means 235 7 Persuading in a Multilingual Shaping your position argument 235 Context: Responding with Checking Over a Position Arguments 216 Student paper 237 Alicia Williams, "The Ethos of American SignReal Situations 216 8 Who Decides? And let me be clear: at the end quality. 3Rhetorical Situation The faculty of observing in any given situation . To whom are you speaking or writing? If you're a 70 PART 1 ENTERING THE CONVERSATION person who likes to explore a topic, you may already have a collection of special Rhetorical Situation notebooks in which you jot down notes and observations,

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write freely aboutinteresting topics, copy delicious phrases or sentences you've heard or read, andmake rough outlines. We need tolearn how to use rhetoric purposefully. in terms of a rhetorical situation 84Michael Bérubé, excerpt from Life as We Editing and Proofreading 86 Write for Five 87 Know It 64 A Final Draft 87Analyzing the Rhetorical situation 84Michael Bérubé, excerpt from Life as We Editing and Proofreading 86 Write for Five 87 Know It 64 A Final Draft 87Analyzing the Rhetorical situation 84Michael Bérubé, excerpt from Life as We Editing and Proofreading 86 Write for Five 87 Know It 64 A Final Draft 87Analyzing the Rhetorical situation 84Michael Bérubé, excerpt from Life as We Editing and Proofreading 86 Write for Five 87 Know It 64 A Final Draft 87Analyzing the Rhetorical situation 84Michael Bérubé, excerpt from Life as We Editing and Proofreading 86 Write for Five 87 Know It 64 A Final Draft 87Analyzing the Rhetorical situation 84Michael Bérubé, excerpt from Life as We Editing and Proofreading 86 Write for Five 87 Know It 64 A Final Draft 87Analyzing the Rhetorical situation 84Michael Bérubé, excerpt from Life as We Editing and Proofreading 86 Write for Five 87 Know It 64 A Final Draft 87Analyzing the Rhetorical situation 84Michael Bérubé, excerpt from Life as We Editing 87 Know It 64 A Final Draft 87Analyzing 187 
Situation 65 Anastasia Simkanin, "Technology and the LearningWriting a Rhetorical Analysis 66 Process: One Student's View" 88 Your Writing Experiences 94Part 2 Rhetorical Situations for Writers 95 4 Sharing the Experience of Analyzing the Rhetorical Situation 104 Taste: Responding with The changing significance of food 105 Memoirs 96
Margaret Mead, excerpt from "The ChangingReal Situations 98 Significance of Food" 108Describing the Culture of Food 100 Corby Kummer, excerpt from "Good-bye, Community Connections 101 Real Responses to Real Situations 101 Cryovac" 109Telling the stories of their kitchens 101 Analyzing the Rhetorical Situation 111Julie Powell, excerpt from
"The Julie/Julia Community Connections 111 Memoirs: A Fitting Response 112 Project" 103 A memoir on food and culture 112iv CONTENTSPooja Makhijani, "School Lunch" 112 What Makes It a Profile? Write for five minutes or so, describing the exigence within the rhetorical situation and how you addressed it. State the exigence in one sentence
What are the available means she taps to form her discourse? How does the audience feel about this exigence? What relationship is the audience feel about this exigence? What relationship is the audience feel about this exigence? What relationship is the audience? Chapters follow the organization of The Harbrace Guide to Writing, including an overview of each chapter in the book, suggestions for teaching difficult concepts, and
sample responses and guidance for all exercises and assignments. Write for five minutes and be prepared to share your answer with the rest of the class. Does the response fit the problem? He is obviously clean. I think this is one of technology's major advantages-turning learning into something new and interactive, which gets students involved.
Even if their response was (or was not) the best, it wasnevertheless a well-researched and well-executed response, professors, and university and college administrators. It's that flexible. On an afternoon in late September, in a brisk prairie wind, I watched a bird I'd never
seen before, a bird that had strayed far from its usual skies a continent away. What information does the writer supply about her identity? 76 PART 1 ENTERING THE CONVERSATIONKenneth Burke's pentad offers you an- Rhetorical Situation that topic, your thoughtson that topic, and what you've already written about it. When
Stacy's teacher asked everyone in class to write for five minutes about the connection between technology and their college success, Stacy wrote: 74 PART 1 ENTERING THE CONVERSATIONS and their college success, Stacy wrote: 74 PART 1 ENTERING THE CONVERSATIONS and their college success, Stacy wrote: 74 PART 1 ENTERING THE CONVERSATIONS and their college success, Stacy wrote: 74 PART 1 ENTERING THE CONVERSATIONS and their college success, Stacy wrote: 74 PART 1 ENTERING THE CONVERSATIONS and their college success, Stacy wrote: 74 PART 1 ENTERING THE CONVERSATIONS and their college success, Stacy wrote: 74 PART 1 ENTERING THE CONVERSATIONS and their college success, Stacy wrote: 74 PART 1 ENTERING THE CONVERSATIONS and their college success, Stacy wrote: 74 PART 1 ENTERING THE CONVERSATIONS and their college success, Stacy wrote: 74 PART 1 ENTERING THE CONVERSATIONS and their college success, Stacy wrote: 74 PART 1 ENTERING THE CONVERSATIONS and their college success, Stacy wrote: 74 PART 1 ENTERING THE CONVERSATIONS and their college success, Stacy wrote: 74 PART 1 ENTERING THE CONVERSATIONS and their college success, Stacy wrote: 74 PART 1 ENTERING THE CONVERSATIONS and their college success, Stacy wrote: 74 PART 1 ENTERING THE CONVERSATIONS and their college success.
ways. It features reliable solutions for delivering your course content and assignments, along with time- saving ways to grade and provide feedback. Instinctively, we all know how to make rhetorical choices. You've probably received or seen announcements of weddings or commitment ceremonies that are some variation on the one shown on page 8
Try to determine Brady's reason for writing (using email, instant messaging, paper, or a Web page), or via film, video, still
images, other visuals, or music? At other times, the rhetor needs to examine all the factors and decide exactly what constitutes the rhetorical situation and then the exigence. Stacy, an English major, discovered on the first day of the semester that she'd be expected to write an essay about technology course. It's therefore the exigence is the constitute of the semester that she'd be expected to write an essay about technology course. It's therefore is the constitute of the exigence is the exig
kind of writing you do to loosen up your thinking and your fingers; it's the kind of no-pressure writing that can, nevertheless, yield an explosion of ideas. What is the occasion? Choose one of the editorials or cartoons and determine the exigence it addresses or presents. These rhetors worked within the constraints and resources of their individ- ual
rhetorical situations, whether those constraints and resources were physical ("What passerby or hospital worker may have seen my missing loved one?"), geographical ("How can I reach the survivors in NewYork City?"), or financial ("I'm going to spend money broadcasting my message in skywriting"). more students to succeed. As I've argued in a
couple of a sign of severe displeasure with the status quo.my books, Martin Luther King, Jr. believed King also began to articulate his belief aboutthat justice is what love sounds like when it the inextricable link between militarism, rac-speaks in public. To package access to CengageNOW for Writing with every newcopy of this text, contact your
Wadsworth representative. Turnitin This proven online plagiarism-prevention software promotes fairness in the classroom by helping students learn to cite sources correctly and allowing papers. What is your relationship to that person or group of people? A selection of readings
illustrates how others have responded to the same subjects. I don't thinkI've written a single paper as a college student without consulting an onlinedictionary, thesaurus, reference page, or concordance . Step-by-step writing guides in each chapter in part 2 help students through the processes outlined in part 1: understanding the rhetorical situation
(by identifying an exigence and locating an audience), identifying a fitting response, and working with the available means. Every situation has both resources (positive influences) and constraints (obstacles) that affect the rhetorical transaction. Maybe you enjoy the tactile sensation of writing with a gelpen on a yellow legal pad or the friction of
moving a felt-tipped pen acrosspulpy paper. for what? Many of you have been writing—and enjoying it—for years. Still others created online memorial boards and chat rooms. and planning involves organization Once you've explored your topic as thoroughly as you can, it's time to begin organizing your essay. 24 PART 1 ENTERING THE
CONVERSATION. 38An exigence is a problem. To what means of delivery do you have access? The Available Means: Strategies for Developing Ideas (part 3) pre-sents the common methods of rhetorical development (definition, descrip-tion, narration, and so on) not as ends in and of themselves but as means available to students as they analyze
develop, and present ideas. If you decide to enter that rhetorical Situation, how will you do so? continued CHAPTER 2 IDENTIFYING A FITTING RESPONSE 65Rhetorical Situation (continued) 4. Why? I hope this letter finds you strong in the One day the South will know that when these faith. Message Dialog Display
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"/wcsstore/CengageStoreFrontAssetStore/images/NoImageIcon.jpg" } ] Main Content for Cengage Brain Product Section Purchase Options You must select a purchase option before adding to cart This SKU table contains a list of all SKUs available for the product. If you applied to a performing arts program, chances are that you had to submit a video
or audio recording along with your written appli- cation. If any of these problems were certain to be resolved, however, there would have been no need to craft a response. If a problem could never be resolved, however, there would have been no need to craft a response. If a problem could never be resolved, however, there would have been no need to craft a response. If a problem could never be resolved, however, there would have been no need to craft a response. If a problem could never be resolved, however, there would have been no need to craft a response. If a problem could never be resolved, however, there would have been no need to craft a response. If a problem could never be resolved, however, there would have been no need to craft a response. If a problem could never be resolved, however, there would never be resolved, however, the resolved never be resolved.
information, we can rede-sign my Department's existing college search Which brings me to my final point. It other man's freedom; who lives by a mythical seeks so to dramatize the issue that it can no concept of time and who constantly advises the longer be ignored. But situations will arise when you need to determine whichgenre is most
appropriate. Never before have I written so long a letter. I'm afraid it is much too long to take your pre-Yours for the cause of Peace and Brotherhood, Martin Luther King, Jr. Analyzing the Rhetorical Situation Respond to the following questions about Martin Luther King, Jr. Analyzing the Rhetorical Situation Respond to the following questions about Martin Luther King, Jr. Analyzing the Rhetorical Situation Respond to the following questions about Martin Luther King, Jr. Analyzing the Rhetorical Situation Respond to the following questions about Martin Luther King, Jr. Analyzing the Rhetorical Situation Respond to the following questions about Martin Luther King, Jr. Analyzing the Rhetorical Situation Respond to the following questions about Martin Luther King, Jr. Analyzing the Rhetorical Situation Respond to the following questions about Martin Luther King, Jr. Analyzing the Rhetorical Situation Respond to the following questions about Martin Luther King, Jr. Analyzing the Rhetorical Situation Respond to the following questions about Martin Luther King, Jr. Analyzing the Rhetorical Situation Respond to the following questions about Martin Luther King, Jr. Analyzing the Rhetorical Situation Respond to the following questions about Martin Luther King, Jr. Analyzing the Rhetorical Situation Respond to the following questions about Martin Luther King, Jr. Analyzing the Rhetorical Situation Respond to the following the Rhetorical Situation Respond to the Rhetorical Situation Re
problems that can be resolved only through the use of words or images. The yearning for freedomWe bring it out in the open, where it can be eventually manifests itself, and that is what hasseen and dealt with. 16 PART 1 ENTERING THE CONVERSATIONReading an image for rhetorical exigence Rhetorical SituationResponses to exigence are not
limited toverbal ones. And how does the author create an emotional connection to establish pathos? Just out reading the nutritional label. A wife who will pick up after my children, looking for another wife. Persuasive writers (and speakers) have a clear sense of the rhetorical situa-tion, the context in which they are communicating. If the university's
child care center (so conveniently located that attending school is possible for you) raises its rates again this year, you will have to look elsewhere for affordable child care. In 1776, only white Protestant men who owned land had the right to vote. Yes. Portfolio management gives youthe ability to grade papers, run originality reports, and offer
feedback in an easy-to-use online course management system. First, you'll need to think of an exigence, a rhetor, a message, and an audience? Later, allegedly "cleaned-up" versions of the speech included the phrases out o' kilter, a-talking, be in afix, and aren't I a woman. and other
elements of the rhetoricalYour Writing Experiences 60Susan Orlean, excerpt from "The American Man, situation 81 Write for Five 83 Age Ten" 61 What Happens during Revision? Think of a time when you gave a fitting response to someone else's writing. Who is the audience for the message? What opinions or biases might the audi- ence hold? Before
you say or write something, you need to observe, to take the time to figure out what kind of rhe-torical situation you're entering. Being an English major, I tend to see the biggest advantages of moderntechnology as those that have most helped my writing. | Writing a Rhetorical Analysis | Now that you are familiar with the features of the rhetorical
situation and the ways those features can be employed to shape a fitting response, you can use your knowledge to analyze the rhetoric of someone else. Vision/VEERCompositor: Graphic World, Inc. Printed in the United States of America 2 3 4 5 6 7 12 11 10 09 08ContentsPart 1 Entering the Conversation: The Rhetorical Situation 1 1 Understanding
the Rhetorical Audience versus rhetorical audience 22 Situation 3 A rhetorical audience can be influenced by Rhetoric Surrounds Us 3 discourse. What is one possible fitting response to that exigence? Chuck Vest, former MIT get the answers I needed. In addition, countries that once lagged behind the United States "are now edu- cating more of their
citizens to more advanced levels than we are. I cannot join you in your praise world are in dire need of creative extremists. 8 PART 1 ENTERING THE CONVERSATION3. In the student seating at the football stadium, some fans throw empty soda cans, toss beach balls, boo the opposing team, and stand during most of the game. In the weeks following
the September 11, 2001 attacks on the World Trade Cen- ter, many Americans responded to the exigence by extending their condolences, regardless of whether they knew any of the dead and missing personally. For instance, I don't think it's a good ideato always use information from the Internet as a replacement for going to thelibrary, because
sometimes I've found that the perfect resource for a paper I'mwriting is sitting on a shelf in the University Library. It may things that interest me and my friends. In fact, when an instructor doesn't write outan assignment, you should feel free to ask him or her to explain it in terms of the rhetorical situation—that is, ask your instructor specific
questions aboutpurpose, audience (or receiver), context, and constraints. Where? Each of these fly-ers, as well as the Web site, creates an exigence. However, if you're not close to a computer, chances are you won't be able to send an e-greeting. He couldn't "restore" the birds, he writes, but he could "restory" the lives ofthese lost beings to human
consciousness while energizing conservation effortsfor other endangered nonhuman species. (c) What do you want to learn from your instructor's comments and markings? OK CANCEL Editor's Pick Lorem ipsum dolor sit amet, consectetur adipisicing elit. Different audiences have different needs and expectations, some of which can be met by a
responsible rhetor. Analyzing the Rhetorical Situation For each of the rhetorical situations below, try to identify the exigence, rhetor, audience, message, and context. Include all instances when you write down information (whether on paper, white board, or computer screen). Also identify the means of persuasion that remain either
unavailable to or untapped by either the defense or the prosecution. Information will not only help with decision- As I've outlined, we need to make higher making; it will also hold schools accountable education more accessible by better preparing for quality. Is the response delivered in an appropriate medium that reaches its intended audience? 22
PART 1 ENTERING THE CONVERSATIONNot every person who receives the Rhetorical Situationinvitation to come to the Harry Potterparty will necessarily be persuaded to doso. Using InSite's peer review feature, students can easily review and respond to their classmates' work. I must, after all, be able to relate to helping of the food, that their wine
glasses are people as fully as possible. How long will it take to get my degree? 4 Birmingham Jail" 27. It wouldn't enableme. ACTION THREE under my plan will work to pull together the I look forward to teaming up with Congress same kind of privacy-protected student-levelagain to improve the financial aid process and data we already have for K
through 12 students.help the students who need it most. One of the available means chosen was This Web site is an available means of communication for the organization Join Together. But the problem could also be that employees aren't responding in a timely fashion to Web-based inquiries or orders. I want a wifehim while I was ironing one
evening, it sud- who will keep my clothes clean, ironed, mended, denly occurred to me that I, too, would like to replaced when need be, and who will see to ithave a wife. Many groups of people throughout American history have been denied the right to education, the right to speak publicly, and the right to participate in politics on grounds of their
gender, race, ethnicity, physical ability, or lack of property. What exigencies does Dyson describe that can be resolved through verbal or visual discourse? The Academic Senate at San Francisco StateUniversity, for example, posted a public resolution, questioning "whether theAmerican system of justice treats people equitably under the law." As you
readthis resolution, which follows, consider how fitting a response it is. Academic Senate of San Francisco State UniversityResolution Regarding the Rodney King VerdictAt its meeting of May 5, 1992, the Academic prise as well as the larger society which this en-Senate approved the following resolution re- terprise serves and is inimical to the equity
andgarding the Rodney King verdict: diversity goals of this campus; therefore be it WHEREAS The April 29, 1992, verdict RESOLVED That the San Francisco Statein the case of the officers charged with beat- University Academic Senate decry the verdicting Rodney King has raised questions about in the case of the officers charged with
beatingwhether the American system of justice treats Rodney King; and be it further people equitably under the law; and RESOLVED That the San Francisco State WHEREAS The powerlessness born of University Academic Senate reaffirm its com-having an unequal voice and inadequate repre- mitment to a governance process which active-sentation
begets frustration sometimes leading ly encourages the participation of all membersto violence; and of the academic community; and be it further WHEREAS San Francisco State University Academic Senate reaffirm its com-man Relations, Working
Committee on Multi- mitment, and redouble its efforts, to providecultural Perspectives in the Curriculum, and an academic environment which promotes the diverse view-implementing the principles embodied in its points, and celebrates the contributions of all recently adopted
statement, "Principles for a members of the community which the Univer-Multicultural University"; and sity serves; and be it further WHEREAS The hostile climate generated RESOLVED That this resolution be dis-by the verdict in this case imperils the founda- tributed to the SFSU Campus community, thetions of reason, common sense, morality, and
Chair of the Academic Senate, CSU and to thecompassion which underlie the academic enter- Chairs of the CSU Campus Senates. CHAPTER 2 IDENTIFYING A FITTING RESPONSE 47Reading the L.A. riots as a fitting response of the CSU campus Senates.
all: the three-day riots that began in Los Angeles shortly after the Rodney King ver- dict was announced. Truth con- tinues to burnish her ethos by demonstrating her good sense and knowledge of the subject at hand, and her good character: Well, children, where there is so much racket there must be something out
of kilter. and other elements of the rhetorical situation Given these constraints, Stacy doesn't know whether her purpose will be toinform, explain, or analyze; she will have to wait and see what her first draftreveals, which parts of the assignment take root and thrive. Write for Five Write for Five will have to wait and see what her first draftreveals, which parts of the assignment take root and thrive.
43Exigence online 18. Image not available due to copyright restrictions 64 PART 1 ENTERING THE CONVERSATIONRhetorical Situation Text not available due to copyright restrictions 64 PART 1 ENTERING THE CONVERSATIONRhetorical Situation Text not available due to copyright restrictions 64 PART 1 ENTERING THE CONVERSATIONRhetorical Situation Text not available due to copyright restrictions 64 PART 1 ENTERING THE CONVERSATIONRhetorical Situation Text not available due to copyright restrictions 64 PART 1 ENTERING THE CONVERSATIONRhetorical Situation Text not available due to copyright restrictions 64 PART 1 ENTERING THE CONVERSATIONRhetorical Situation Text not available due to copyright restrictions 64 PART 1 ENTERING THE CONVERSATIONRhetorical Situation Text not available due to copyright restrictions 64 PART 1 ENTERING THE CONVERSATIONRhetorical Situation Text not available due to copyright restrictions 64 PART 1 ENTERING THE CONVERSATIONRhetorical Situation Text not available due to copyright restrictions 64 PART 1 ENTERING THE CONVERSATIONRhetorical Situation Text not available due to copyright restrictions 64 PART 1 ENTERING THE CONVERSATIONRhetorical Situation Text not available due to copyright restrictions 64 PART 1 ENTERING THE CONVERSATIONRhetorical Situation Text not available due to copyright restrictions 64 PART 1 ENTERING THE CONVERSATIONRhetorical Situation Text not available due to copyright restrictions 64 PART 1 ENTERING THE CONVERSATIONRhetorical Situation Text not available due to copyright restrictions 64 PART 1 ENTERING THE CONVERSATIONRhetorical Situation Text not available due to copyright restrictions 64 PART 1 ENTERING THE CONVERSATIONRhetorical Situation Text not available due to copyright restrictions 64 PART 1 ENTERING THE CONVERSATIONRhetorical Situation Text not available due to copyright restriction Text not available due to copyright restrictio
444APA Guidelines for In-Text Citations 444 Behavior" 461APA Guidelines for Documenting Credits 469 References 447 Index 473Books 449Articles in print 453Sources produced for access by computer 456Other sources 458x CONTENTSPrefaceWe live in a world of conflict: school boards and community members arguebitterly over whether to builded in a community members arguebitterly over whether to builded in a community members arguebitterly over whether to builded in a community members arguebitterly over whether to builded in a community members arguebitterly over whether to builded in a community members arguebitterly over whether to builded in a community members arguebitterly over whether to builded in a community members arguebitterly over whether to builded in a community members arguebitterly over whether to builded in a community members arguebitterly over whether to builded in a community members arguebitterly over whether to builded in a community members arguebitterly over whether to builded in a community members arguebitterly over whether to builded in a community members arguebitterly over whether to builded in a community members arguebitterly over whether the community members arguebitterly over whether the community members arguebitterly over whether the community members are community member
a new high school; U.S. Supreme Court judgesread opinions that call their peers' judgment into question; Palestine and Israelcontinue to bomb each other's country, while our own country continues tobomb Iraq and Afghanistan.
frames an appropriate response to many similar situations. Richardson realized he could tap the resources of electronic communication to reach a wide audience on the Internet, rapidly and relatively cheaply (so the Internet became a contextual resource). 46 PART 1 ENTERING THE CONVERSATION realized he could tap the resources of electronic communication to reach a wide audience on the Internet became a contextual resource.
already know, people shape Rhetorical Situation different responses to the same exigence. With technology being so accessible, so fast, soconvenient, so easy to use, so full of information, etc., it can be hard to makesure you don't rely on it too much. During a time when white women were rarely permitted to speak in public, especially to a
 "promiscuous assembly" of menand women, former slave Sojourner Truth (b.Isabella Baumfree, 1787-1883) faced an audi-ence of educated white women. Truth negotiated the constraints and resources of her rhetorical situation toreach her
audience. According to tradition, Truth, the onlyblack person in attendance, had been listen-ing carefully to the various speeches, manyof which denounced the rights of women. Truth was constrained by being illiterate, black, a Southerner, and a woman, and herspoken ideas (recorded and later published inmultiple versions by white people) would
bemet with resistance, if not outright objection. Some of her constraints, however, proved tobe her richest resources. Describe the rhetorical audience in an attempt to change some opinion or action. Write for five minutes, describing yourself as a
rhetorical audience. For Aristotle, and all of the rhetori- cal thinkers who have followed, observation is primary. Describe the rhetorical exigence and the Write for Five 345 The Elements of Narration 346 Rhetorical Situation 329 and the details of the person's response to that exigence and the Write for Five 345 The Elements of Narration 346 Rhetorical exigence and the details of the person's response to that exigence and the Write for Five 345 The Elements of Narration 346 Rhetorical exigence and the Write for Five 345 The Elements of Narration 346 Rhetorical exigence and the Write for Five 345 The Elements of Narration 346 Rhetorical exigence and the Write for Five 345 The Elements of Narration 346 Rhetorical exigence and the Write for Five 345 The Elements of Narration 346 Rhetorical exigence and the Write for Five 345 The Elements of Narration 346 Rhetorical exigence and the Write for Five 345 The Elements of Narration 346 Rhetorical exigence and the Write for Five 345 The Elements of Narration 346 Rhetorical exigence and the Write for Five 345 The Elements of Narration 346 Rhetorical exigence and the Write for Five 345 The Elements of Narration 346 Rhetorical exigence and the Write for Five 345 The Elements of Narration 346 Rhetorical exigence and the Write for Five 345 The Elements of Narration 346 Rhetorical exigence and the Write for Five 345 The Elements of Narration 346 Rhetorical exigence and the Write for Five 345 The Elements of Narration 346 Rhetorical exigence and the Write for Five 345 The Elements of Narration 346 Rhetorical exigence and the Write for Five 345 The Elements of Narration 346 Rhetorical exigence and the Write for Five 345 The Elements of Narration 346 Rhetorical exigence and the Write for Five 345 The Elements of Narration 346 Rhetorical exigence and the Write for Five 345 The Elements of Narration 346 Rhetorical exigence and the Write for Five 345 The Elements of Narration 346 Rhetorical exigence and the Write for Five 345 The Write for Five 345 The Write for Five 345 The Write
Anecdotes 347Using Comparison and Contrast in Your Point of view 347 Climax 347 Writing 330 Flashback and flashforward 348Checking Over a Narration and the Rhetorical Contrast 331 Situation 34812 Relationship 332 Using Narration in Your Writing 349 Checking Over a Narration 350Write for Five
332Relationship as an Available Means 333 13 Circumstance 351What Is Cause-and-Effect Analysis? Women So what do we do with all this fury besides of color are already building a movement thatburn down our own communities and hurt makes the connections between race, class, or kill anyone, white, Black, brown, or yellow, gender, and sexual
identity, a movement thatwho gets in our way? But some people are capable ofthose things. These six bird species were hastened intoextinction by logging, the millinery trade, unregulated hunting, and bird collect-ing. en of color, feminists, and lesbians is absolute- ly critical from this moment forward. It all depends on the elements of the specific
rhetorical situation. It took a law—the seriesof words that constitute the Nineteenth Amendment—to resolve the problem, you might compose an email, planwhat you'll say over the phone, put together a visual apology of some sort, may-be even send an e-greeting. Over forty years later,
intellectual and political leaders continue to respond as part of King's rhetorical audience. Like the human animal you are, you were marking your territory—leaving messages for the people who entered your world. When you learned to write cursive, with all its up and down strokes, loops, and ties, you may have felt the same kind of satisfaction that
you felt when you scribbled on the sidewalk. You were moving forward into the adult world of writing, a world that feeds our primitive human need to make marks as well as to communicate with others. Interestingly, these government documents shapedanother rhetorical situation that developed around another exigence. Consider the pile of holiday
cards you receive each winter. CHAPTER 2 IDENTIFYING A FITTING RESPONSE 45Rhetorical Situation to exigencies, many of which come in the form of assignments, social dilem- mas, and political or religious challenges. Thus, the spe- cific audience (people who have purchased Harry Potter items in the past) for the email was closely related to
the purpose (enticing these people to purchase Harry Potter items in the near future). I want to know sible? Who is the author (or rhetor)? Now that you have carefully read the text and answered all of the questions, you are ready to write your rhetorical analysis. These responses take the form of letters, cards, songs, speeches, and toasts. But even as
you tailor your verbal or visual dis- course to a specific audience, you must keep in mind that the title you are purchasing is on backorder. For that reason, I could not have produced this textbook without the help and support of anumber of
colleagues and friends. I began thinking the Negro community, one should readily un-about the fact that I stand in the middle of two derstand why public demonstrations are tak-opposing forces in the Negro community.
author bring to the text? How (the agency) do I use technology? If my cup won't hold but a pint, and yours holds a quart, wouldn't you be mean not to let me have my little half measure-full? For most families, this is one of the most you to go online and find out how Margaretexpensive investments we make. Yet there is lit- Spellings did in her political
bouquet of flowers and an accompanying condolence note. As a responsible rhetor, you need to understand the elements and the limitsof any rhetorical situation what is it that tugs at me? ing, which lasted for several days, more than 50 peoplehad been
killed, over 4,000 injured, and over 12,000 arrested in Los Angelesalone. You and your fiancé need to show proof of citizenship to obtain a marriage license. But even more important, you will have been practicing getting thoughts into words. 2. and successfully satisfies the intended Your Writing Experiences 20 Exigence in everyday life 20 audience
43Analyzing the Rhetorical Situation 21 Analyzing the Rhetorical Situation 44Selecting a Rhetorical Audience and Recognizing a fitting response? When you're writingwith a rhetorical purpose, however, you move beyond such goals to one ofinfluencing your rhetorical audience. Two simple methods can help you
get started: clustering and outlining. dent learning?" And they check yes or no. Some say he visited the troops to mitigate criticism that he hadn't attended any of the funerals of fallen soldiers. Although Malcolm X iscan't experience the fullness of our reli- credited with transforming his life in the lastgious passions and gospel beliefs until they year of
her career writing profiles of famous people (actors, musicians, politicians, businesspeople) that were published in popular magazines (Roll- ing Stone, Vogue, Esquire, The New Yorker), Orlean now writes from a different perspective altogether: she writes profiles of ordinary people, most of whom wonder why she wants to talk to them. Are you a
member of the rhetorical audience? For example, if the local newspaper has recently run a story on bait- and-switch advertising, you'll want to keep that in mind. I felt the same tice, and movements that accurately addressgnawing in the pit of my stomach and in my the specific ways that racism, capitalism, and chest when sixteen-year-old Yusuk
goal has always been the defense of vital national interests." Assess the accuracy of this statement with reference to any three of the following: the Spanish-American War, World War I, the Cold War, and the Vietnam War. By 1847, all white men could vote, including Catholics and non-Christians. In 1870, black males were given the
right to vote, but only under certain conditions, including proof of their literacy and ability to pay a poll tax. Women were not granted voting rights until 1924. Thus, the means of persuasion available to these groups were fewer than those available to white men. He listens to bothsides of the case, asks questions
always consider the rhetorical situation as they write; theyknow the importance of responding to an exigence with a purposeful messagedirected at a specific audience and delivered by the most appropriate meansavailable. In other words, try to remember an assignment that posed a problem to which you wanted to respond and felt a need to respond
with spoken or written words or visuals. Figuring out what to do has the potential to win liberation for all of us.next is the incredibly difficult challenge thatlies before us. Did you use chronological, emphatic, or some other system of ordering? And, this is not unique to tied to personal information. Exigence in everyday life A disappearance like Song's
imagining different rhetorical audiences, he might have made a feature film about these birds, one starring Clive Owen and Nicole Kidman as either hunters or conservationists. For example, a positive declaration of belief in the car dealer's written or televised guarantees might be the most fitting and pro- ductive way to respond to the car pricing
exigence. Answer the following questions to formulate a description of a fitting response to your academic writing: (a) In what medium (or media) do you like to receive responses to your answers with those of two classmates. as the refrain. What is the exigence? If you and your partner are too angry to speak, you're probably
white Northern audience. If your purchase contains a digital component, it will be delivered immediately. Aristotle was the first to coin a definition for rhetoric, referring to it as "thefaculty of observing in any given situation the available means of persuasion." Notice that Aristotle does not call for overpowering an audience (readers or listeners) with
words or images, nor does he push for winning an argument. Instead, he encourages rhetors, or users of rhetoric, to observe. What do you imagine your instructor's response to it might be? I choked backthe same bitter tears when I heard the ver- It is our responsibility as Black activists, rad-dict in the 1991 rape case involving a Black icals, and
socialists to create vibrant new leader-woman student and several white male stu- ship that offers a real alternative to the tired civildents at St. John's University on Long Island. One of three annotated course plans can be followed or consulted when teaching this text in programs that focus on academic writing, writing in the disciplines, or service
learning. "The United States has never entered a war for purely idealistic reasons. All effective discourse arises from a reason to use words or visuals. What is the exigence of his legacy? Onlywords to that effect will solve the problem. For generations, a college education has None of this seems "fine" to me. replenished when necessary, that their
his life wasdissertation—justice, love, and power could radically incarnational, insofar as he was fairlyhardly be divorced. and successfully satisfies the intended audience that they are—work on at least two levels to satisfy a worried American public and to do sousing a genre that meets that meets that
audience's expectations. Still others might waitto discuss the invitation with their friendsbefore deciding whether to attend. Thosewho do accept the invitation are capableof bringing about a change—adding tothe number of guests at the party. | What Happens during Planning? In 1917, a group of women stood in front of the White House, holding
banners that urgedPresident Woodrow Wilson to support their cause. Your campus or town undoubtedly has unrest (or even upheaval) of some kind, strong dissatisfaction related to economics, employment, politics, jus-tice, race, athletics, or gender. On the most obviouslevel is the attempt to link the government's economic and educational poli-cies
with the values of U.S. citizens. Like clustering, outlininghelps you visualize how things relate to one another themselves. As the Commission pointed out, a big part of thecost burden on higher education is complying That kind of localized system may workwith the more than 200 federal regulations cur- when you're dealing with kindergarten
throughrently on the books. We can help lift that burden. demonstrations. In other words, to whom or for whom are you writing? and engage on these issues is worth the risk. when the final report is released, AAC&Upresidents and trustees take the lead—in partnership with their faculty—andcall for a vision of college learning that is worthy of a great state the lead—in partnership with their faculty—andcall for a vision of college learning that is worthy of a great state the lead—in partnership with their faculty—andcall for a vision of college learning that is worthy of a great state that burden is a state of the lead—in partnership with their faculty—andcall for a vision of college learning that is worthy of a great state of the lead—in partnership with their faculty—andcall for a vision of college learning that is worthy of a great state of the lead—in partnership with their faculty—and call for a vision of college learning that is worthy of a great state of the lead—in partnership with the risk.
democracy. CHAPTER 3 WORKING WITH YOUR AVAILABLE MEANS 75Rhetorical Situation Notice how Stacy starts with a list of some courses that used technology. None of this could have happened without my dedicated team at Wadsworth: PJ Boardman, a pro, a visionary, and a trusted colleague; Mandee Eckersley, a stunningly effective
executive marketing manager who inhabits professionalism and creativity with skill, grace, and good humor; Lyn Uhl, whose arrival has been continuously appreciated; Lindsey Veautour, one of the fastest studies I've ever met; Lianne Ames, who made the production wheels turn smoothly; Stacey Purviance, who managed marketing materials
splendidly; Marcy Lunetta and Sue Howard, who worked hard to clear permissions; and Jeanne Calabrese, who created a beautiful and gripping page design. Additionally, numerous activities called Analyzing the Rhetorical Situation help students understand the elements of a re-sponse to a rhetorical situation. I View of research as a response. So
today I'm announcing my immediate plans to address the issues of accessibility, af- Higher education's escalating sticker price has fordability and accountability raised by the many parents facing the tough choice—whether Commission. remedial classes after graduation. Others have marched with us down of racial injustice. Not everyone in the
viewing audience is a member of Dr. Phil's rhetoricalaudience, but those who follow the steps in his Weight Loss Challenge—beginto exercise, watch their eating habits, and lose weight—indicate that they are notonly capable of being influenced by his discourse but also capable of bringingabout change. 83 Community Connections 63. How might you
use the rhetorical appeals (ethos, pathos, and logos) to convey an impression of yourself to your instructor? —Joyce Carol Oates, "To Invigorate Literary Mind, Start Moving Literary Feet" Like the writing you happily did as a child, college writing can also be satisfying, but that is not to say that it will always be joyous, let alone easy. Look at me! Look
at my arm! I could have ploughed and planted, and gathered into barns, and no man could head me! And ain't I a woman? I found it almost impossible toally unattainable. I want a remain at home so that my wife can more fully wife who assumes the complete responsibility and completely take care of a wife's duties. And even though I was too young
and to work in coalition with the movementsto understand its meaning, I learned Em- that have arisen to challenge them.mett Till's name in 1955 because of witness-ing my family's anguish over his lynching in Recognizing the leadership of radical wom-Mississippi. —Christopher Cokinos, from Hope Is the Thing with Feathers Write for Five In writing
answers to the following questions, think back to a time when you responded to a problem through some form of writing. Your exigence is the answer to this question: what has prompted you to enter the conversation about this topic? As you continue to analyze the available means, consider the rhetorical elements of the message itself. Be prepared to
share your answers with the rest of the class.3. What problem do you face today? You've already had years of experience in using your critical judg-ment to identify available means of persuasion, means that are dependenton the rhetorical situation, including the specific audience you're trying toreach. I am sure that none of you would want to rest
content with the superficial I must make two honest confessions to you, kind of social analysis that deals merely with my Christian and Jewish brothers. I have no information about this missingwoman. Your spouse wants to relocate in order to further his or her career, but you're making good progress on your undergraduate degree in your current
school. All the receivers of the message know the message know the newlyweds or their parents; otherwise, they'd be puzzled to receive it. 5. Actually, we who engage in nonviolent direct action are not 28 PART 1 ENTERING THE CONVERSATION the creators of tension. I really want to know how the white left, the white feminist, Above all, the events in Los Angeles
have and the white lesbian and gay movementsmade it perfectly obvious why we need a revo- are going to change now that Los Angeles islution in this country. After all, women—just like men—have thoughts and opinions Rhetorical Situationthat should be heard. at times self-satisfied and unduly expensive." In fact, times have changed. A
comprehensive and richly flex-ible guide for first-year writers—and their teachers—The Harbrace Guide toWriting includes a rhetoric, a reader, and a research manual. If you could do it over, how might you respond? continuedCHAPTER 3 WORKING WITH YOUR AVAILABLE MEANS 71Rhetorical Situation Your Writing Experiences (continued) 3. If
create a I had hoped that the white moderate would tension in the mind so that individuals could understand that law and order exist for the rise from the bondage of myths and half-truths purpose of establishing justice and that when they fail in this purpose they become the dam- gerously structured dams that block the flow of social progress. But of the rise from the bondage of myths and half-truths purpose they become the dam- gerously structured dams that block the flow of social progress.
exigencies are not limited to the political, social, or emotional realm; they can also be financial, religious, educational, or psychological. Be the first. Reading an essay for available means Acclaimed author Susan Orlean has es-tablished her careful attention
to the research chapters. Smith says, "Figuring out what to do next" asthe challenge of shaping a fitting response to the exigence of any rhetorical situ-ation. When? Who is the rhetorical audience for the comic strip? is delivered in a medium and
genre that reach the Rhetorical Situation audience. 72The available means delivers information you've amassed from questions 1, 2, and 3, identify the exigence? What group of people comprise the rhetorical audience for that response? If only one
response is fitting, what makes it more fitting than the other? I felt the same that the most dramatic political changes haveimpotent rage when the police murdered so often been catalyzed by race. why . RespondingReal Responses to Real Situations 217 with Proposals 248Should we make English the official language of Real Situations 250 the United
obnoxious negative peace, in which the Negro passively accepted his unjust plight, to a substantive and positive peace, in which all men will respect the dignity and worth of human personality. Martin Luther King, Jr., believed in the power of language to overcomeracism. It is unfortunate that demonstrations gravely disappointed with the white
moderate. And, of course, I want When I am through with school and have ac- a wife who will not demand sexual attention guired a job, I want my wife to quit working and when I am not in the mood for it. They have lan- last temptation is the greatest treason: To do the guished in filthy, roach-infested jails, suffering right deed for the wrong reason.
 "action" antidotes fer and their amazing discipline in the midst to combat the disease of segregation. As you analyze Join Together's Web site, you'll see that it uses the rhetorical appeals, evidence and authority, a specific style, and various rhetorical meth-ods of development. He might have put together a public televi- sion special, underwritten by
the U.S. Department of the Interior. Which of them seem to be work- or school-related? For the first time, your rent check will be late. Like any institutions to build a system that's more use-other investment or enterprise, meaningful data ful and widely available to every student to better manage the system. Perhaps I was too optimistic;
per- gree of discipline in handling the demonstrators. States, local leaders, the business community and many in higher education are already hard ACTION ONE under my plan is to build at work tackling challenges from affordability on this by expanding the effective principles of to measuring student learning. Here is Stacy's first draft. Take a few
minutes to list the kinds of writing you do every day. Who would make up your audience? In thinking aboutthis image in terms of a rhetorical response, you are "reading" it more exhaustively thanyou might have otherwise. Please click 'OK' to acknowledge your acceptance of this availability status. Like any genre, the report has a history, one which no
doubt playedinto the commission's choice. Eng- lish21 weaves robust, self-paced instruction with interactive assignments to engage students as they become better prepared and more successful writers. 80 message itself 55 A writer begins to (re)consider audience . higher education has be- come . Up until this point, Stacy was writing for herself (she
was both sender and receiver of her message), and her lists, outlines, and so forth were casual and ex- ploratory. What kinds of information are important for you to have before you get started? tension which is necessary for growth. As students are drawn into research as a rhetorical activity, they'll see each research assignment not as a set of rules
and requirements but as an effective way of responding to a specific rhetorical exigence. The Harbrace Guide to Writing Flexfiles: Your Available Means includes these com-ponents and more: PREFACE xiii Detailed syllabi. Everyday
you are surrounded by rhetoric and rhetorical opportunities. Is it "fine" that college tuition has outpaced Higher education has long been one of the inflation, family income, even doubling theundeniable strength[s] of our nation. During the first week of school, Stacy jotted down a few ideas, with thehope that, as time went by, she'd keep adding
possibilities for her formal essay. You can follow Stacy's example and keep your list going over a course of a fewdays. 6. 51 What Happens during Planning? You have won a full scholarship to college, and you need to ask your mom and dad for a car loan. rights establishment and to the bankrupt "two-I was just as terrified when they murdered party
system. "So ing "order" and "preventing violence." I doubt the question is not whether we will be extrem- that you would have so warmly commended ists, but what kind of extremists we will be. Will the police force if you had seen its dogs sinking we be extremists for hate or for love? Who is King's intended audience? This includes colleges,
especially when one year of collegemaking available four and a half billion dollars can cost a lot more than a car!in scholarships for low-income students whotake challenging courses in high school and That's why I support the Commission's rec-study fields such as math and science. No current ranking system of colleges and And we need to make
higher education universities directly measures the most critical more accountable by opening up the ivory point—student performance and learning. Voluptate vero obcaecati natus adipisci necessitatibus eius, enim vel sit ad reiciendis. A fitting response suits the problem. Others may just be wishing you "Happy Holidays" or hoping for "Peace on
Earth." Whatever the greeting and visual, you are the audience for all the cards you receive. You are men of genuine good will anddom do I pause to answer criticism of my work that your criticisms are sincerely set forth, I
marches and so forth? Analyzing the Rhetorical Situation Choose two of the following situations and differ- ences in terms of speaker or writer, purpose, audience, and available means. will fulfill his or her purpose, audience, and differ- ences in terms of speaker or writer, purpose, audience, and available means. will fulfill his or her purpose, audience, and available means.
consider voting as an available means of per- suasion, of sending a message to a specific rhetorical audience, you see how op- pressive the lack of voting rights has been for many groups. You gathered up your materials and set to work. When shaping a fitting response, you need to be fully aware that you can come only as close to persuasion as the
Rhetorical Situation 48 Finished Product 69Barbara Smith, excerpt from The Truth That Never Writing Experiences 71Community Connections 50 Recognizing an Exigence 72Using the Available Means of Responding to an Exigence through
Persuasion 50 Planning, Drafting, and Revising 72What is the available means? Shin with Rosalind Bruno, excerpt from Robert A. Write your responses to the following questions (which constitute a rhetori- cal analysis) to identify the exigence for Brady's essay: 1. CengageNOW provides one-click-away results: the most common report- ing tasks that
individuals and communities interested in fighting and pre-venting underage drinking and substance abuse, it needed to tap the available means for distributing that information. Write for five minutes about what you wrote, to whom, and why. But I'm going to talk about how it affects me. Ex-perienced writers employ a variety of methods for
exploring a topic, or invent-ing things to say about it. Once you reach your rhetorical audience, you try to shape your message in terms of information, tone, and language so that it successfully influences that audience, you try to shape your message in terms of information, tone, and language so that it successfully influences that audience. Specifically, she wanted to know how she might most productively write 80 PART 1 ENTERING THE CONVERSATIONan essay that
addressed the requirements of the course. It's no surprise, then, that the genre the commissionchose for its informative writing was the report. Of course, thereare also some things that students get from the Web that they'd be better tostay away from, such as downloadable essays and book notes that help you skipout of actually reading a text. If
you'resending a message electronically, you may use your cell phone to text message, in which case the message is likely to be shorter than if you were typing it on afull-size keyboard. And you make decisions every day about whether to respond. Working on your own or with a classmate, analyze the available means that Bérubé employs. This
IDENTIFYING A FITTING RESPONSE 51Rhetorical situation such as the rhetorical appeals, the use of evidence or authority, the conven- tions of style, and the rhetorical methods of development. Outlining is a good way to plan, but only if you allow yourself to add and delete points and move things around, if you con-sider yours a rough outline, not a
formal one. The instructor's password-protected part of the site also provides access to the Flexfiles components, in-cluding electronic versions of the Instructor's Manual and syllabi. Acknowledgments first editions demand time, talent, and plenty of hard work. Iffellow clergymen would see my nonviolent ef- one recognizes this vital urge that has
engulfedforts as those of an extremist. By thinking of her assignment as a rhetorical situation, Stacy has a betteridea of how to approach her draft. The medium through which you deliver CHAPTER 1 UNDERSTANDING THE RHETORICAL SITUATION 11Rhetorical Situation An e-greeting can be an appropriate response to an emotional exigence
How might the response to your exigence resolve it? continuedCHAPTER 2 IDENTIFYING A FITTING RESPONSE 57Rhetorical Situation (continued) 3. She didn't yet have a point she wanted to make, let alone a thesis, a controlling idea for her essay. What are the resources and the constraints of that medium? How
will that person know your preference? Because you want your influence to be positive, you spend time matching up the features of the card with the Even when choosing a birthday card, interests of the recipient. Whether you choose a card you're considering a rhetorical with a Bible verse for your Christian friend, a pic- audience. Identify the
rhetorical elements of the message itself. If the first woman God ever made was strong enough to turn it back, and get it right side up again! And now they is asking to do it, the men better let them. Among the many impressive features of King's "Letter from Birmingham
Jail" is the author's ability to include both his detractors and his supporters in his rhetorical audience. A rhetorical audience, whether visual, written, or spo-ken text. Write for ten minutes, describing the available means in terms of three
constituent parts: (a) the physical means of delivering the information, (b) the place from which you could create and send the information, and (c) the rhetorical elements of the message itself. What was the last exigence you responded to in writing? Each rhetor's physical place of composing and status in terms of the situation often complicate those
choices. preserve immoral ends. My daughter's college costs went up this It would not identify individual students or beyear. Whenyour English instructions and writing better essays. If your best friend has moved away, the distance between
the two of you creates an exigence that you might address with daily emails, a phone call, or a letter. In this way, manageable tasks build toward the completion of a larger writing project in direct, incremental ways. | Activities for thinking rhetorically and acting locally. By answering these questions, you are establishing the elements of the "given
situation.". Needlessdentally, I am a mother. payer money and just hoped for the best. want to enterthe rhetorical situation, you'll need to shape it in a way that allows you to send amessage. I want a wife to make sure my chil- our family takes a vacation so that someone candren eat
properly and are kept clean. When New Mexico's governor Bill Richardson entered the race for his par-ty's presidential nomination in 2007, a contextual constraint was financial: hedidn't have as much funding as his better-known competitors, Senators BarackObama and Hillary Clinton. Or is it? Why would she write from the husband's point of view?
Why would she describe a wife who does all the "heavy lifting" in a marriage? What kind of husband does she evoke? King was committed to push-empty of vision; and that love without power ing the black church to become much more and justice was mere sentimentality. When you use words or images toachieve a specific purpose (such as explaining
to your supervisor why you neednext weekend off), you are speaking, writing, or conveying images rhetorically. How does the language reveal the author's view of the intended audience? Does this assignment establish an exigence
that you want to address? All suc-cessful rhetoric (whether verbal or visual) is an authentic response to an exi-gence, a real reason to send a message. You've undoubtedly had many real rea-sons to write. You, too, have set out to resolve a problem, using words or visuals. Maybe you and your partner have had an argument, and now you're both
angry. That's a problem. He began could comprehend. Something be cured so long as it is covered up but must within has reminded him of his birthright ofbe opened with all its ugliness to the natural freedom, and something without has reminded him of his birthright ofbe opened with all its ugliness to the natural freedom, and something without has reminded him of his birthright ofbe opened with all its ugliness to the natural freedom, and something without has reminded him of his birthright ofbe opened with all its ugliness to the natural freedom.
almost everything anymore, from writing papers to sending emails to doing research on the Web. We've The same transparency and ease should beworked with Congress to strengthen financial the case when students and families shop foraid and we've made progress. King's skill in reaching a wide rhetorical audience is one reason that his is a rich
intellectual and political legacy. And to keep track time from school. I suppose I should In this sense they have conducted themselves have realized that few members of the oppres- rather "nonviolently" in public. It was composed by Adbusters, a media founda- tion that describes itself as being "concerned about the erosion of our phys- ical and
cultural environments by commercial forces." If you don't already know about Adbusters, go online to find out about its series of campaigns. 4. What is the exigence? Compare your answers with those of your classmates, and then decide, as a class, if Smith's response is fitting to the rhetorical situation. If you're annoyed by the price discrepancy but
walk away because youdon't want to negotiate with the car dealer, then you've actively perceived therhetorical situation and been an audience for a message. Consider what the stars and stripes have tradi-tionally represented. Some historians have referred to the modern civil rights movement as the "Second Reconstruction." Do you think the
comparison between the first era of reconstruction (post-Civil War years to the early twentieth century) and the so-called second era of reconstruction (1950s to the 1970s) is accurate? If anything embracing a thoroughgoing radicalism in re-motivated Martin Luther King's career, it gard to the aims and means of nonviolent so-was this ethic of
translation. the available means. Is the intended audience also a rhetorical audience (see chapter 1)? Bruce and Patti Collings, Rosalyn's parents, felt a need to respond to that exigence, so they sent out a message announcing 6 PART 1 ENTERING THE CONVERSATIONRHETOR The rhetorical SituationMESSAGE The rhetorical Situation (see chapter 1)?
usesAUDIENCE The rhetor also needs tospeaker, writer, or sender) is the language and the available means consider the nature and disposition to shape and of the audience, the person(s) whothe exigence and prepares a fitting send a message that is appropriate will read, hear, or see the
messagerhetorical response, a response that to the rhetorical situation and that within a specific context. How will they react to my message? For an event that you're going to attend soon, draft a fitting response. Notice how Stacy uses different fonts and sizes of type to accentuate the connections laziness sacrifice quality communication dishonesty
information ADVANTAGES DISADVANTAGES saves time searches TECHNOLOGY chats UNIVERSITY USE ANGEL libraries threaded discussions Stacy's clustering. I have tried to make clear that it is wrong some of our white brothers in the South have to use immoral means to attain moral ends. Reading for exigence helps you developyour skills as
an active, informed reader andas a rhetorical analyst. Which question do you care the most about? You may also want to consider what result Smith hopes to achieve through her writing. You also use it as youwrite: when you submit written assignments, answer quiz questions in class, leave notes for your roommate, and send text messages to your
friends. If so, describe why the medium is appropriate. As youdevelop into a responsible and effective writer and speaker (rhetor), you'll want to reconsider your own writing processes and work to improve them. Sample analysis of a rhetorical situation If the idea of a rhetorical situation still seems unfamiliar, consider wedding an-nouncements (or
invitations). He had one child, who cal needs. Then, write answers to the following questions, using textual or visual evidence to support each answer: 1. Who might these general readers be? Be prepared to share the reasoning behind your five responses with the rest of the class. Because he cared about these ology of radical incarnationalism, and I
thinkthings, Martin Luther King, Jr. spent his life American Christianity and the black church are the worse for it. CHAPTER 1 UNDERSTANDING THE RHETORICAL SITUATION 33Rhetorical Situation Analyzing the Rhetorical Situation Once you've carefully read Dyson's analysis of King's legacy, work with one or two other classmates to answer the
following questions. Compare and contrast the attempts to create and safeguard African American civil rights in these two periods. Your answer should consider government policies, African American Situation Why I Want
a Wife (continued) wife who will have arranged that the children are for birth control, because I do not want more fed and ready for bed before my guests arrive children. In an email message or online course discussion list? Your Writing Experiences 1. The goal of every person who responds rhe- torically to a situation is to shape a fitting response, a
visual or verbal (written or spoken) response that addresses the problem (exigence), is delivered in an appropriate medium and genre that reach the audience, and successfully satis- fies the intended (rhetorical) audience. And in almost as the Commission reflected a cross-section of every area of our government we expect trans- higher education
stakeholders, finding the right parency and accountability: from prescription solutions will take a similar partnership. 78 PART 1 ENTERING THE CONVERSATIONshe wants to make between technology and learning. Our aim is simply to make sure the count- That must change. Some feature of college life is no doubt a source of dissatisfaction: living
conditions, roommates, the commute, lack of family time, cost, instructors, or course offerings. Which passages are built on those identifiable rhetorical methods? How would you describe the process you go through to accomplish this pleasurable writing? Either way, theirs is a fitting response to the exigence of not owning a Saab. Usually at night,
after I come home from classes and am doing my homework. Recognizing a fitting response The Spellings Report provoked a sharp reply from the Association of American Colleges and Universities (AAC&U). What might have been the exigence that stimulated her written response? Judy BradyWhy I Want a WifeI belong to that classification of people
known mean a small cut in my wife's income from timeas wives. Carefully translate your three answers into one that takes advantage of the available means of persuasion. English21 for The Harbrace Guide to Writing The largest compilation of online resources ever organized for composition courses, English21 supports students through every step of
the writing pro- cess, from assignment to final draft. Scott Wible, Stacey Sheriff, and Loretta Gray gave generously of their time and wisdom as teachers, scholars, and writers, working with me to create assignments and exercisesto which students will want to respond. I also want to thank my editors: Dickson Musslewhite, who entreated me to write
this book; Aron Keesbury, who guided the project along as develop-ment and then acquisitions editor; Leslie Taggart, a crucial voice in early stages of development; Jane Hoover, to whom I entrust my words; and Stephanie Carpenter, my constant intellectual companion and out-of-this-world devel-opment editor. You might consider the entire essay
examination or any other college-writing situation as an exigence for a written response. In other words, something needs to provoke or stimulate CHAPTER 1 UNDERSTANDING THE RHETORICAL SITUATION 17Rhetorical Situation your interest and response. I'm going to concentrate on my use of computer technology, mostly access to the Web.
The process might at times seem grueling, but the results can often be exhilarating, something you're proud of. What effects do her rhetorical situation. But more And use that data to create a higher education money isn't going to
make a difference if states information system. and institutions don't do their part to keepcosts in line. We have by and large failed toreducing economic suffering, and achieving embody King's ethic of translation and his the-racial justice. It will not be shipped until inventory becomes available. Consider five of the types of writing you identified in the
first activity. What is a possible fitting response to your problem? through discourse can resolve or change a rhetorical exigence. I Instructor's Manual and Answer Key. 14 PART 1 ENTERING THE CONVERSATIONReading a text for rhetorical exigence.
first published more than thirty years ago, in theinaugural issue of Ms. It remains one of the most widely anthologized essays inthe United States. How does King's audience fulfill—or fall short of—the definition of a rhetorical audience? Citizen's Counciler or the Ku Klux Klanner, but the white moderate, who is more devoted You may well ask: "Why
direct action? Write for five minutes about a specific school-related assignment that created an exigence for you. We've made great progress towards our goal of every child reading and doing math at grade In the meantime, ACTION TWO under level by 2014—and that's not too much to ask! my plan is for my Department to streamline the process, cut
the application time in half, Thanks to this law our youngest students and notify students of their aid eligibility ear- have made more academic gains in the last 5 lier than Spring of their senior year to help years than the previous 28 combined. Questioning Sometimes when you're in a conversation, someone will ask you a question that takes you by
surprise—and then forces you to rethink your posi-tion or think about the topic in a new way. —Susan Sontag, Writers on Writing For writers like this, the enjoyment they get from rereading their revised work is the best part, whether or not they send it on to someone else to read. Stacy's outline shows a close relationship to her clustering, but she's
added details and a generaltitle: Technology and Learning I. No matter how enticing the invitation might be, some people will not even open the email: they are not capable of beinginfluenced by the message. But when 90 percent of thethe changes that must be made for us to remain fastest-growing jobs require post-secondarythe world's leader in
higher education provid- education provid- education—are we satisfied with "just" fine?ing wider opportunities for more Americans. How does the author invoke credentials, goodwill, or good sense Rhetorical appear in much of the reading and writing you do. The
information would be closely protected. Ethos, logos, and pathos are often distributed among three sections of any piece of powerful writing in both separate and overlapping forms. The better you'll face nearly every day in college. What genre
is commonly used to respond to these situations? First, the announcement is for a wedding, a joyous celebration that includes gift giving and food. For example, if you want the car dealer CHAPTER 1 UNDERSTANDING THE RHETORICAL SITUATION 9Rhetorical Situations? First, the announcement is for a wedding, a joyous celebration that includes gift giving and food. For example, if you want the car dealer CHAPTER 1 UNDERSTANDING THE RHETORICAL SITUATION 9Rhetorical Situations?
tised price. Perhaps Mr. Connor Some—such as Ralph McGill, Lillian Smith, and his policemen have been rather nonvio- Harry Golden, James McBride Dabbs, Ann lent in public, as was Chief Pritchett in Albany, Braden and Sarah Patton Boyle—have written Georgia, but they have used the moral means about our struggle in eloquent and prophetic of
nonviolence to maintain the immoral end terms. 380 Quoting Sources in Your Paper 413Finding sources in Print and Online 380 Using attributive tags 413Finding books 380 Including question marks or exclamationTricks of the Trade 381Finding sources in Print and Online 380 Using attributive tags 413Finding sources in Print and Online 380 Using attributive tags 413Finding sources in Print and Online 380 Using attributive tags 413Finding sources in Print and Online 380 Using attributive tags 413Finding sources in Print and Online 380 Using attributive tags 413Finding sources in Print and Online 380 Using attributive tags 413Finding sources in Print and Online 380 Using attributive tags 413Finding sources in Print and Online 380 Using attributive tags 413Finding sources in Print and Online 380 Using attributive tags 413Finding sources in Print and Online 380 Using attributive tags 413Finding sources in Print and Online 380 Using attributive tags 413Finding sources in Print and Online 380 Using attributive tags 413Finding sources in Print and Online 380 Using attributive tags 413Finding sources in Print and Online 380 Using attributive tags 413Finding sources in Print and Online 380 Using attributive tags 413Finding sources in Print and Online 380 Using attributive tags 413Finding sources in Print and Online 380 Using attributive tags 413Finding sources in Print and Online 380 Using attributive tags 413Finding sources in Print and Online 380 Using attributive tags 413Finding sources in Print and Online 380 Using attributive tags 413Finding sources in Print and Online 380 Using attributive tags 413Finding sources in Print and Online 380 Using attributive tags 413Finding sources in Print and Online 380 Using attributive tags 413Finding sources in Print and Online 380 Using attributive tags 413Finding sources in Print and Online 380 Using attributive tags 413Finding sources in Print and Online 380 Using attributive tags 413Finding sources in Print and Online 380 Using attributive tags 413Finding sources in Print and Onlin
384 Modifying quotations with square brackets or Finding online and audiovisual sources 385 Using Research in Your Writing 386 ellipsis points 414Finding other sources 386 Evaluations with square brackets or Finding online and audiovisual sources 415 Tricks of the Trade 415Basic
Principles of Naturalistic Study 389 Currency 416Observation in a real-world environment 389 Coverage 416Testing assumptions 390 Reliability 417Triangulation 390 Soundness of reasoning 418Basic principles at work: Deborah Tannen's Stance of the author 419 Preparing a Working Bibliography 419 naturalistic study 390 Annotating a
Bibliography 421Methods for a Naturalistic Research Planning a Research Planning a Research Planning a Working the Study 391 Dealing with areas of tension in the researchUsing observation in Your Writing 393 18 Acknowledging
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Sources 423Taking notes 394Asking questions 398 Why Acknowledge Sources? When both parties are changed, however slightly, the rhetorical interaction is made that benefits the sender and Rhetorical Situation from the original message.

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drug programs to housing to K-12 education. When you're stuck, however, you'll probably try out a new method, if only as a way to jump-startyour writing. Listing As soon as you get some jeeple would argue that kids my
 age spend way too much time "chatting," and that Instant Messenger is one of a student's biggest distracters. 325The Elements of Comparison and Situation 343 Using Process Analysis 344The points of comparison 328 What Is Narration?
Choose a different kind of event and explain how you would need to alter your response in order to make it a fitting one for that event. The final result was pleasing and the entire process usually joyously simple—unless, of course, your fine motor skills hadn't developed enough to support a textbook cursive that your teacher approved. to pursue it. The
Commission's report is right-ly titled "A Test of Leadership," and for the To that end, ACTION FIVE under my plan sake of our students and our future, this is one will convene members of the accrediting com- test we must not fail! munity this November to move toward mea- sures that place more emphasis on learning. Isn't negotiation tive peace
 which is the absence of tension to a a better path?"You are quite right in calling for positive peace which is the presence of justice; negotiation. The Saab ad tantalizes readerswith visual and verbal details, including the $39,995 price tag. In what ways did your response reach and satisfy your intended audience? How did you make your response a
fitting one, even if you did so unconsciously? It's doubtful that only one person in your class will shape fitting responses to each assignment, succeeding even as the responses vary from person to person t
 Institutions are asked, "Are you measuring stu- something we must protect and preserve. Respond to the samequestions you answered about "Why I Wanta Wife," but this time focus on the visual ofthe flag:1. Parts 3 and 4 act as reference ma- terials for students as they work on their projects. Concise introduction to the rhetorical situation. Your
manager needs you to draft a letter to customers explaining a price increase. That definition coversa great deal of territory—practically every word and visual element you encoun-ter any day. Describe the power of targeting—and reaching—a rhetorical audience, in terms of Dyson's analysis. For instance, when you write a letter to someone, you
assumethat person can read the language in which you're writing. You may be writing a letter because the person isn't within speaking distance and doesn't have ac-cess to email. Draw on evidence from the text to support your answer.2. If the audience is a rhetorical one, what can it do to resolve the exigence?3. If his repressed emotions are class
Negroes who, because of a degree of aca- not released in nonviolent ways, they will seekdemic and economic security and because in expression through violence; this is not a threatsome ways they profit by segregation, have be- but a fact of history. What follows is the list Stacy made and keptadding to:computers Web searches online
concordancechat rooms Statistical Universe downloadable essaysvisual culture class plagiarism forum discussionsphoto essays convenience electronic requestsquality online databases Internetconstantly developing online course notes time saverfull-length journal articles classroom computers GoogleKeeping a journal Some writing instructors expec
you to keep a weekly jour-nal, either print or online, and submit it to the class every week. In a speech a year later, Secretary of Education Margaret Spellings described the exigence for the charge to its economic structure, result- ing in unmet workforce needs. This is particularly true with respect to
 highly skilled workers and in the fields of mathematics and science. The need is clear and unavoid-able: only 68 out of 100 entering 9th graders graduate from high school on time. Yet, 80 percent of our fastest-growing jobs will require some higher education. And although many more people are upset—and affected—by tuition hikes than those who
actually try to do something about them, those in the rhetorical audience write or telephone their state representa- tive, their university's board of trustees, and the university administration to protest tuition hikes. They feel empowered as agents of change, that their words can change the minds of the people who determine tuition rates. Supporters
believe that this war will go down in the annals of military history as a superb act of liberation. They believe that Saddam Hussein was a brutal tyrant, whose country harbored and trained terrorists and provided them access to weapons of mass destruction. These writers especially enjoy polishing their writing until they're proud to submit it. How does
it fulfill the definition of a rhetorical exigence?4. Additionally, this version of English21 is specifically tailored to The Har- brace Guide to Writing, providing twenty additional writing projects to assign to your classroom. We must increase need-based aid. Correctly
pinpointing the exigence is cru- cial to a successful response. "Ojitos Bonitos," on the other hand, is seeking a "humorous SPM 47-59, who is attractive, bilingual, and financially CHAPTER 1 UNDERSTANDING THE RHETORICAL SITUATION 13Rhetorical Situation secure, for companionship." He, too, has posed a specific exigence that calls for a
specific response. Using the available means at their disposal (sharpened toolsand stones), these First Americans composed stories that continue to speakto and intrigue us. Some of them were handwritten or drawn, others keyboarded. Notice how her first paragraph establishes common ground with the white women in her audience: both speaker
fitting resolution to the exigence of the verdict. to freedom to figure out what useful antiracist organizing is and to put it into practice. For security reasons, U.S. Immigration Services has not allowed your Middle Eastern friend to return to the United States and resume his college education. Michael Eric Dyson 32 PART 1 ENTERING THE
CONVERSATIONMichael Eric Dyson Rhetorical SituationSpeech Is My HammerThe genius of Martin Luther King, Ir. is that translating the philosophical tenets and ethi-he is a vitalizing and energizing force—and cal demands of the gospel into concrete socialI use the present tense here because his resistance to interlocking oppressions, words still
live in our memories—throughwhich millions of people continue to expe- Finally, what's absolutely critical aboutrience the richness and sublime character King's genius is his ability to change his mindof religious commitment. I have borne thirteen children, and seen them most all sold off to slavery, and when I cried out with my mother's grief, none
but Jesus heard me! And ain't I a woman? 1. applied to real situations. Is the text responding to an exigence that can be modified through verbal or visual discourse? Find most difficult? Then rewrite those answers. start a family? This comic strip responds to a political exigence. You're probably already familiar with the jour- nalists' questions: Who?
Additionally, because Barnes & Noble is reaching the book online—just a click away for those already reading email, the message also includes information about ordering the book online—just a click away for those already reading email, the message also includes information about ordering the book online—just a click away for those already reading email. Describe the visual in one sentence, paying attention to the corporate logos that have replaced the stars. 2. Why does the visual say that?
From God and a woman! Man had nothing to do with Him. In other words, what might the response do to relieve or resolve the exigence in your life? I want a continue to care for me and my children when Iwife who will wash the children's clothes and need a rest and a change of scene.keep them mended. What does this essay say? How might that
problem best be resolved? Gross inequalities are built all of this is or to have a perfect intellectual un-into the current system and Band-Aids, even derstanding of what has occurred. Cynthia Selfe and Richard Selfe, the best of their kind, generously helped me connect writing with technology in brilliantly productive ways. If Iher weariness: "My feets
 is tired, but my soul have said anything that understates the truthis at rest." They will be the young high school and indicates my having a patience that allowsand college students, the young ministers of the me to settle for anything less than brother-gospel and a host of their elders, courageously hood, I beg God to forgive me.and nonviolently sitting
in at lunch countersand willingly going to jail for conscience' sake. I think the best way forstudents to make use of modern advances is to draw on them to help build theirown ideas and abilities, and not use them as a means of avoiding any real work. In this essay, I'm going to jail for conscience' sake. I think the best way forstudents to make use of modern advances is to draw on them to help build theirown ideas and abilities, and not use them as a means of avoiding any real work. In this essay, I'm going to jail for conscience' sake. I think the best way forstudents to make use of modern advances is to draw on them to help build theirown ideas and abilities, and not use them as a means of avoiding any real work.
experienced and the disadvantages I feel. In fact, like Secretary Spellings's address regarding higher education, Smith's writing actually prescribes a response should take. Perea, excerpt from "Los Olvidados: On the Analyzing the Rhetorical Situation 262 Making of Invisible People" 224 Community and the disadvantages I feel. In fact, like Secretary Spellings's address regarding higher education, Smith's writing actually prescribes a response should take. Perea, excerpt from "Los Olvidados: On the Analyzing the Rhetorical Situation 262 Making of Invisible People" 224 Community and Invisible People "224 Community and Invisible People" 225 Making of Invisible People "225 Making of Invisible People" 226 Making of Invisible People "226 Making of Invisible People" 227 Making of Invisible People "227 Making of Invisible People" 228 Making of Invisible People "228 Making of Invisible People" 229 Making of Invisible People "229 Making of Invisible People" 229 Making of Invisible People "229 Making of Invisible People" 229 Making of Invisible People "229 Making of Invisible People" 229 Making of Invisible People "229 Making of Invisible People" 229 Making of Invisible People "229 Making of Invisible People" 229 Making of Invisible People "229 Making of Invisible People" 229 Making of Invisible People "229 Making of Invisible People" 229 Making of Invisible People "229 Making of Invisible People" 229 Making of Invisible People "229 Making of Invisible People" 229 Making of Invisible People "229 Making of Invisible People" 229 Making of Invisible People "229 Making of Invisible People" 229 Making of Invisible People "229 Making of Invisible People" 229 Making of Invisible People "229 Making of Invisible People" 229 Making of Invisible People "229 Making of Invisible People" 229 Making of Invisible People "229 Making of Invisible Peop
Connections 263 Proposals: A Fitting Response 263vi CONTENTSA proposal for Ground Zero 263 Analyzing the Rhetorical Situation 291 Evaluating visual culture in our everyday Absence" 265What Makes It a Proposal? My courses requirehours of writing from me each week,
and I know that, without access to allthe Web resources that have been available to me, the amount of time I haveto spend working on a paper would probably double. and specific responsibilities going forward. Who composed this message? The means of delivery each rhetor's expertise, intended audience, and contextual
constraints and resources. CHAPTER 1 UNDERSTANDING THE RHETORICAL SITUATION 35Identifying a Fitting Response | Establishing a Fitting Response | Confronted with the exigence of bird extinction, amateur birdwatcher and pro-fessor of English Christopher Cokinos began researching and writing his bookHope Is the Thing with Feathers.
And a lot of people will tell you things Their report. What is the exigence that sparked the writing of this essay? The following list of questions can help you evaluate responses to deter- mine whether or not they are fitting. What other appropriate responses to deter- mine whether or not they are fitting.
the characteristics of others in that genre or if there is a good reason for it to diverge in some ways. 217 Describing Public Spaces 253S. Write for five to ten minutes, taking all of these elements into account. 4. Your professor has assigned a three-page technology autobiography for Monday. Truth's speech, no matter which version is examined, offers
a clear textualcontext for examining the available means of persuasion. Analyzing the Rhetorical SituationFor two or three of the following situations, identify available means of persuasion that take into consideration (a) the physical means of persuasion that take into consideration (b) the physical means of persuasion that take into consideration (c) the physical means of persuasion that take into consideration (d) the physical means of persuasion that take into consideration (a) the physical means of persuasion that take into consideration (a) the physical means of persuasion that take into consideration (a) the physical means of persuasion that take into consideration (a) the physical means of persuasion that take into consideration (a) the physical means of persuasion that take into consideration (b) the physical means of persuasion that take into consideration (c) the physical means of persuasion that take into consideration (d) the physical means of persuasion that take into consideration (d) the physical means of persuasion that take into consideration (d) the physical means of persuasion that take into consideration (d) the physical means of persuasion that take into consideration (d) the physical means of persuasion that take into consideration (d) the physical means of persuasion that take into consideration (d) the physical means of persuasion (
rhetorical elements (including the rhetorical appeals) of the message itself. An essay exam calls for a written response, as do most applications. Or you may be bothered by a controversy—such as that surrounding Pete Rose's nomination to the Baseball Hall of Fame—and feel the need to post your opinion online. What- ever your exigence, that's where
you'll start. It is past the time to talk. In doing so, it embodies every element of the rhetori- cal situation: exigence, purpose, sender, message, receiver, and context. English21 includes carefully crafted multi- media assignments; a collection of essays that amounts to a full-sized thematic reader; a full interactive handbook including hundreds of
 animations, exercises, and activities; a complete research guide with animated tutorials and a link to Gale's InfoTrac® College Edition database; and a rich multimedia library with hand-selected images, audio clips, video clips, stories, poems, and plays. Thus, every rhetorical situation calls for you to ob-serve the available means of persuasion as well
as the contextual resources and constraints that will affect your persuasive success. Thus, The HarbraceGuide to Writing is theoretically sophisticated yet not at all complicated. The specific kind of language used? So you're part of the rhetorical audience when you're capable of makingor influencing change. Whether delivering lectures, leading class
discussions, working with you through various in-class exercises, or supervising writing workshops, your instructor is tapping all possible available means to teach you and the other members of your class. Instead, he encourages you (as a rhetor, or user of rhetoric) to observe. Despite anextended, intensive search, an ongoing FBI investigation, and a
feature on the TV series Unsolved Mysteries, she remains missing. As you compare your small group's responses with those of the rest of your class, discuss Dyson's purpose, especially in terms of his rhetorical audience. | Finally, consider your class, discuss Dyson's purpose, especially in terms of his rhetorical audience.
Black organizations to makebombing a church in Birmingham, Alabama, the connections between all of the oppressions to make college more afford- able? Reading political commentary as a fitting response If you argue that the L.A. riots were, in and of themselves, a kind
of visual rhetoric, you might believe them to be the most fitting of all the various responses to the Rodney King verdict. What is the purpose of the editorial writer or artist? As you go through your daily life, you'll encounter rhetorical situations that you'll decide to enter—and some that you'll decide to pass by. You may be a wit-ness to an accident
(someone who perceives a rhetorical situation) and volunteerto testify (an active rhetor); you might identify an old friend from a newspaperphotograph (an active audience) and decide to perform it (anactive rhetor); you might begin introducing
yourself to people in an onlinechat room (active perceiver, audience, and rhetor). What do you look for in the assignment? You'll next have to decide if you want to attempt to change the situationrhetorically. Who else is listening? So let him makepression, are so drained of self-respect and a prayer pilgrimages to the city hall; let him
gosense of "somebodiness" that they have adjust- on freedom rides—and try to understand whyed to segregation; and in part of a few middle he must do so. My first "novels". And I'm the Secre-President and Commission member, put it this tary of Education!way: "In this country, you are better off beingrich and dumb than poor and smart." We live in
the "Information Age." If you want to buy a new car, you go online and Lately, increases in institutional and state compare a full range of models, makes, and what is it being used for? 266 lives 292 Rob Forbes, "The Endurance of an Icon" 295Guide to
Responding to the Rhetorical The Eames Office, "Vintage Eames Chair" 296Situation 267 Analyzing the Rhetorical Situation 267 Analyzing the Rhetorical Situation 267 Analyzing the Rhetorical Lounging: Sightings and Reflections" 298 Situation 267 Analyzing the Rhetorical Situation 268 Analyzing the Rhetorical Situation 269 Analyzin
300Locating an audience 267 An evaluation of visuals in contemporaryIdentifying a Fitting Response 268Considering your proposal's acceptability and Movies May Be Old School, But They Still Eat Other Animation for Breakfast" 300
feasibility 269 What Makes It an Evaluation? | After you've explored your topic and loosely organized your topic and loosely organiz
Harry Pot-ter series. The invitation was sent to many people—but not to everyone—for one purpose: to persuade the receivers to come to a celebration at a Barnes & Noblebookstore and to buy a copy of Harry Potter and the Deathly Hallows there, too. As you readthe various versions of Anastasia "Stacy" Simkanin's work, you'll see how she took
advantage of planning strategies, how she drafted and used feedback frompeers to revise, and how she prepared her final draft for submission. It's time forbig ones, won't cure capitalism's fundamental all the white people who say they're committedinjustice and exploitation. 379 Paraphrasing 411Wait a Minute. Exigencies can be political or social
prob- lems, such as the denial of voting rights to women. Why do I feel the need to speak, write, take a photo, share an image? You connect the exigence with your purpose, asking yourself: What is it that I want to and can accomplish with rhetoric? 352Primary cause and contributory causes 335 The Elements of Argument and RhetoricalImmediate
 cause and remote causes 336Primary effect and secondary effects 336 Fallacies 353Immediate effect and remote effect and remote effect and remote appeals 355 Rhetorical Situation 337 Rhetorical fallacies 358Using Cause-and-Effect Analysis in Your
Argument and the Rhetorical Writing 338 Situation 361Checking Over a Cause-and-Effect Using Argument in Your Writing 364 Checking Over an Argument in Your Writing 365 Checking Over an Argument in Your Writing 366 Checking Over an Argument in Your Writing 366 Checking Over an Argument in Your Writing 367 Checking Over an Argument in Your Writing 367 Checking Over an Argument in Your Writing 368 Checking Over an Argument in Your Writing Over an
 other nations educate more of their young adults to more advanced levels than we do! This makes families anxious, and I under- stand why. S. As internationally known writer SusanSontag put it: You write in order to read what you've written and see if it's OK and, since of course it never is, to rewrite it—once, twice, as many times as it takes to get it
to be some-thing you can bear to reread. Seeing this bird led me to learn of—and revere—America's forgotten Carolina Parakeet, which once colored the sky "like an atmosphere of gems," as one pio- neer wrote. In an interview at University of Oregon, Orlean said that she's drawn to the extraordinary in the ordinary: "There's no question in my mind
that being a writer is a moral occupation and one that requires an awareness all the time of what that means morally and philosophi- cally." As you read the following excerpt from her essay "The American Man, Age Ten," locate the extraordinary features of this ten-year-old's daily existence that Orlean identifies. And like many parents, I'm wondering
— will my daughter graduate equipped with skills As a result, colleges, students, and tax- for a career, or is she going to move back home payers spend over a billion dollars a year on with me? Isgether from across many sectors to examine it affordable? Finally, rhetors choose the most appropriate of the rhetorical methods ofdevelopment (description,
narration, exemplification, classification and division, comparison and contrast, process analysis, cause-and-consequence analysis, anddefinition). The genre you choose should fulfill your purposeand be deliverable through a medium that will reach your intended audience. In other words, picking the most effective genre is key to making the best use
 ofyour available means. At they're not prepared or can't afford it. How was your response organized in its final form? Be sure to consider all questions for each of the responses. Which responses to gether. Hayakawa, excerpt
from "One Nation . American universities have been the incu-bators of great ideas, the birthplaces of great Is it "fine" that students often graduate soinventions, and the testing grounds of great saddled with debt they can't buy a home orindividuals. Whatever the rhetorical situation and whoever the audience, you se-lect from the available means of
persuasion. Be prepared to share your answer with the rest of the class. The following examples will help clarify the concept of rhetorical audience. When you receive a writing assignment, what is usually your first reaction? offers keen insights into are going just fine. Just like us, public figures send out (visual and verbal) messages in the great hope
 that those mes- sages will reach—and influence—an audience. 42 PART 1 ENTERING THE CONVERSATION. people: "Get rid of your discontent." Rather, IThe other force is one of bitterness and hatred, have tried to say that this normal and healthyand it comes perilously close to advocating vio- discontent can be channeled into the creativelence. For
some writers, that first draft is the toughest part of the process. Not too long ago a male friend of mine ap-peared on the scene from the Midwest fresh I want a wife who will take care of my physi-from a recent divorce. Today, I've touched on some of the main If we're that particular in those areas, recommendations, but the Commission has shouldn't
we do the same with higher educa- done a comprehensive examination of a whole tion? the flame of intellectual discourse, and is capable of bringing about change Rhetorical Situation but also capable of bringing about change as a result of
the situation. You can bring about change on your own, or you caninfluence the people who can make the change. Not all rhetors, however, have access to all of the available means of persua- sion. And let me assure you—NCLB is The Commission recommends Congress going strong. Can you imagine any ways to make the difficult part easier or more
enjoyable? The following excerpt is from the in- troduction to his chronicle of his family's experiences with Jamie, who has Down syndrome. In the body of her speech, she used cause-and-consequence analysis to bring home her point that women have already set apowerful precedent, one supported by scripture. What does the visual "say"—and how?
80Analyzing the Rhetorical Situation 57. Trace the growth of the federal government since 1865, paying particular attention to its evolving involvement in world af- fairs and the domestic economy. In the Unitedsixty-seven-year-old Eleanor Bumpurs with States, racism has shaped the nature of capital-a shotgun in the process of evicting her from ism
and race relations.her Bronx apartment in 1984. Ideally, persuasion results in both you and your classmates' analyses, and take notes. But we're going to keep chasing our tailon price until we realize that a good deal of the We want to work with Congress, states, and solution
comes down to information. Others wrote essays and newspaper col- umns, decrying the terrorists, mourning the victims, and extolling the rescue efforts. Or maybe you're one of those writers who are relieved when they finish draft so that they can use their energy to work with and against that draft. You may like to print out your piece, sit back in a
comfortable chair, and readit line by line, penciling in new sentences, cutting out entire sections, fiddlingwith your word choice, drawing arrows for reorganizing your thinking. 60 PART 1 ENTERING THE CONVERSATIONRhetorical SituationImage not available due to copyright restrictions CHAPTER 2
IDENTIFYING A FITTING RESPONSE 61Rhetorical Situation Text not available due to copyright restrictions 62 PART 1 ENTERING THE CONVERSATIONAnalyzing the Rhetorical Situation Restorical Situation Text not available due to copyright restrictions 62 PART 1 ENTERING THE CONVERSATIONAnalyzing the Rhetorical Situation Text not available due to copyright restrictions 62 PART 1 ENTERING THE CONVERSATIONAnalyzing the Rhetorical Situation Text not available due to copyright restrictions 62 PART 1 ENTERING THE CONVERSATIONAnalyzing the Rhetorical Situation Text not available due to copyright restrictions 62 PART 1 ENTERING THE CONVERSATIONAnalyzing the Rhetorical Situation Text not available due to copyright restrictions 62 PART 1 ENTERING THE CONVERSATIONANALYZING THE CONVERSATIONALYZING THE CONVER
oftor and dentist appointments. The problem of women not having the right to vote waseventually addressed in 1920, by the United States or by any State on account of sex." Clearly, resolution of this problem came
about through written discourse. The women inthe suffrage movement worked successfully within the constraints of a rhetori-cal situation. eagerly when I feel like it, a wife who makes sure that I am satisfied. Few readers of this essay can resist registering their agreement or disagreement with its author; this may be something you'll want to do as
 well. Some historians have argued that the great increase in size and power of the federal government since the Civil War is one of the dominant themes of American history. 

A step-by-step guide to writing helps students bring it all together: stu-dents establish the elements of their rhetorical situation and work within a genre to create a fitting
response. How Web site and make it much more useful—are we going to make college more account- capable of addressing concerns such as: Howable for results? The following two questions will help you de-termine if your selection is appropriate for a rhetorical analysis: 1. The question just hange there—until someone provides a fitting response
Be prepared to share your memory of this assignment with the rest of the class. What kinds of writing do you do regularly? Describe the available means you could use to remedy this situation. In terms of the sale price of the car, will you be dealing with the dealership's owner, who wrote the newspaper ad, or with a salesperson, who works on
commission? 7. (Even the satirical Colbert Report on Comedy Central displaysmany of these characteristics—the spoof of the report genre is part of whatmakes the show so humorous.) It's not a coincidence that reports sharethese characteristics. Exigencies can also be emo-tional problems, such as an argument with your partner, to save for college
or their own retirement. CHAPTER 1 UNDERSTANDING THE RHETORICAL SITUATION 23Rhetorical Situation the former girlfriend must pay the former boyfriend $3,000 in damages, or that a renter did indeed break his lease, or that a borrowed car is not a sto- len car, Judge Joe Brown is shaping a fitting response to the rhetorical exi- gence
CONVERSATIONCommunity Connections 1. In their online reply, "AAC&U Statement on Spellings Commission Draft Report," the authors criticize the report for combining a "hollow concern for quality in undergraduate education with a practical encouragement of a cafeteria-style college curriculum." The AAC&U statement finds promise in the "main authors criticize the report for combining a "hollow concern for quality in undergraduate education with a practical encouragement of a cafeteria-style college curriculum." The AAC&U statement finds promise in the "main authors criticize the report for combining a "hollow concern for quality in undergraduate education with a practical encouragement of a cafeteria-style college curriculum." The AAC&U statement finds promise in the "main authors criticize the report for combining a "hollow concern for quality in undergraduate education with a practical encouragement of a cafeteria-style college curriculum." The AAC&U statement finds promise in the "main authors criticize the report for combining a "hollow concern for quality in undergraduate education with a practical encouragement of a cafeteria-style college curriculum." The AAC&U statement finds promise in the "main authors criticize the report for combining a "hollow concern for quality in undergraduate education with a practical encouragement of a cafeteria-style college curriculum." The AAC&U statement finds promise in the "main authors criticize the report for combining a "hollow concern for quality in undergraduate education with a practical encouragement of a cafeteria-style curriculum." The AAC&U statement finds promise in the "main authors criticize the report for combining a "hollow concern for quality in undergraduate education with a practical encouragement for a cafeteria-style curriculum." The AAC&U statement finds promise in the "main authors criticize the college curriculum." The AAC&U statement finds promise in the "main authors criticize the college curriculum." The AAC&U statement finds promise in the "main a
recommendations in the third part of the report," especially the discus- sion of "college access and preparation," "enhancing the role of the Fund for the Improvement of Postsecondary Education," and making "new investments in science, technology, engineering, and mathematics." But, the authors write, "the devil is in the details." And the details of
the Spellings Report "chart a dis- mal direction for undergraduate learning in the United States." In addition, the authors of the AAC&U statement write that the Spellings Commission's report implicitly dismisses faculty, despite the fact (proved by "abundant evidence") that "close interaction between faculty and students is one of the most important
predictors of college completion and achievement." 44 PART 1 ENTERING THE CONVERSATIONAnd in a genuine effort to speak to policy makers, university and college faculty, Rhetorical Situationand U.S. citizens, the AAC&U authors close their response with this admonish-ment: "It is very important that . Appeal to your emotions (positively or
 negatively)? CHAPTER 1 UNDERSTANDING THE RHETORICAL SITUATION 7Rhetorical Situation All wedding announcements embody the elements of the rhetorical situation. For King, then, language provided the means for black andwhite people to work together to overcome racism and achieve justice. 56 PART 1 ENTERING THE
CONVERSATIONWithin a message itself, the available means also include the rhetor's use of Rhetorical Situationevidence or authority. You can see for yourself how Truth used the example ofher own hardworking life as evidence that women were just as suited for votingrights as men. Not every group of people who listens to a presidential hopeful's
 speech, watches court television, or reads about impending tuition hikes constitutes arhetorical audience. The comic strip represents President Bush's surprise Thanksgiving visit to U.S. troops in Iraq. Whether you choose to recognize, let alone address, any exigence is usually up to you. Whether your response is elaborate or simple is usually up to you
too.How you deliver your message may be your choice as well—whether you chooseto write a letter to the editor of the campus newspaper, make a phone call to yourstate representative's office, prepare a PowerPoint presentation, create a fact sheet, or interrupt someone else and speak. What are the responses to these exigencies? Be prepared to
share your answer with the rest of the class.6. What specific visual or verbal details reveal something about the character of the cartoonist? Whom or what does she use as evidence or authority? How does the author use evidence or authority? How does the authority? How does the author use evidence or authority? How does the authority? How does t
or public, accessible or inaccessible is the medium? The rhetorical au-dience for this ad, however, consists of those people who can either buy a Saabor influence someone else to buy one. For instance, when you take an essay examination for an American history midterm, you might be given the choice of answering one of three questions: 1. Freewrite
for ten minutes and be prepared to share your thoughts with the rest of the class. The assignmentalso provides some constraints on Stacy's writing: her message must be at leastthree pages long and no more than four; it must include a description of thetechnology she's referring to, or a list of consequences (how the system doessupport her
learning), and perhaps some recommendations (how the systemcould support her learning); and it is due in two weeks.. An exigence is a problem . There are two sets of questions that can readily serve your purpose: journal- ists' questions and the pentad. Every time I walk by a flyer, Iwish I could respond—but I cannot. Second, the six writing project
chapters in Rhetorical Situations for Writers (part 2) engage students in real situations that invite response: A mini photo essay begins each chapter, relating the mas work- or school-related or personal. Finally, I have learned from a phenomenal
group of reviewers, including the following instructors: Kathryn Abajian, Diablo Valley College Marshall Armintor, University of North Texas LeAnn Athey, Eastern Illinois University Amy Eskew Azul, Chaffey College Anthony Baker, Tennessee Technical University Evan Balkan, Community College of
 Baltimore County-Cantons Jerry Ball, Arkansas State University Stuart Barbier, Delta College-University Center Sally Bennett, Johnson County Community College Kris Bigalk, Normandale Community College Jose Blanco, Miami Dade Community College Kris Bigalk, Normandale Community College Jose Blanco, Miami Dade Community College Kris Bigalk, Normandale Community College Jose Blanco, Miami Dade Community College Jose Blanco, Miami Dade Community College Kris Bigalk, Normandale Community College Jose Blanco, Miami Dade Community College Jose Blanco, Miami Dade Community College Jose Blanco, Miami Dade Community College Kris Bigalk, Normandale Community College Jose Blanco, Miami Dade Community College Jose Blanco Blanco
Central Kermit Campbell, Colgate Universityxvi PREFACEWilliam Carpenter, University of GeorgiaSteven Elmore, Crafton Hills Community CollegeKaren Fitts, West Chester UniversityClint Gardner, Salt Lake
Community CollegePaula Gillespie, Marquette University of IllinoisWilliam Hearell, Stephen F. On the contrary, one of whether students can actually understand them. How would you take into consideration each element of the
rhetorical situation, coming as close to persuasion as conditions allowed? As long as a problem can be resolved only through discourse, it is a rhetorical exigence. But in college, you'll do a great deal of writing that has been assigned. But you have chosennot to act rhetorically. Is the author's intended audience a rhetorical audience? I want a ally
faithful to me so that I do not have to clut- wife who takes care of the message will be your tone, which projects an attitude to the intended audience. Which of the rhetorical methods of development (see page 57) does she use to shape her response? When you
applied to college, you most likely filled out pages of forms, wrote at least one short essay, and took at least one written aptitude exam. In that dramatic scene the policemen if you were to observe their ugly on Calvary's hill three men were crucified. You might start with words and phrases from a list you compiled or brain- stormed and link them without applied or brain- stormed and link them without applied
arrows, circles, or lines, the way Stacy does. Be prepared to share your ideas with the rest of the class. novation to information technology. To ex- the federal level, it's a maze of 60 Web sites, pand access to higher education we must better dozens of toll-free numbers, and 17 different prepare our students—starting with high stan- programs
Everyone agreed, however, that the photo of the president holding up the beautiful table decora- tion made a picturesque scene. Humans were doing just thatlong before Aristotle wrote his Rhetorical Situationsurface the hidden tension that is
already alive. I want a wife who will work prepare the meals, serve them pleasantly, and me to school. 69Rhetorical Situation | Finding Pleasure in Writing | Whether you realize it or not, you've been writing almost all your life. When you were a small child, you grabbed crayons, felt-tip markers, or chalk and wrote on whatever surfaces you
could find: paper, coloring books, sidewalks, chalk boards, table tops, walls, lampshades. You might not yet have been talking fluently, but you were already "writing" words and images as well as your fine motor skills and developing linguistic expertise would allow. How will you take into consideration each element of the rhetorical situation? He
translated cial change. Then, you'll embody these elements in the context of a story told either graphics from magazines or newspapers, graphics from diagram to the context of a story told either graphics from diagram to the context of a story told either graphics from diagram to the context of a story told either graphics from diagram to the context of a story told either graphics from diagram to the context of a story told either graphics from magazines or newspapers, graphics from diagram to the context of a story told either graphics from diagram to the context of a story told either graphics from magazines or newspapers, graphics from magazines or newspapers, graphics from diagram to the context of a story told either graphics from the context of a story told either graphics from magazines or newspapers, graphics from the context of a story told either graphics from the context of a story told either graphics from the context of a story told either graphics from the context of a story told either graphics from the context of a story told either graphics from the context of a story told either graphics from the context of a story told either graphics from the context of a story told either graphics from the context of a story told either graphics from the context of a story told either graphics from the context of a story told either graphics from the context of a story told either graphics from the context of a story told either graphics from the context of a story told either graphics from the context of a story told either graphics from the context of a story told either graphics from the context of a story told either graphics from the context of a story told either graphics from the context of a story told either graphics from the context of a story told either graphics from the context of a story told either graphics from the context of a story told either graphics from the context of a story told either graphics from the context of a story told either graphics from the context of a story told either 
these birds, with voiceovers by Michelle Pfeiffer, Sylvester Stallone, and Bernie Mac. Where (the scene) and why (the purpose) do I use technology at school? haps I expected too much. CHAPTER 2 IDENTIFYING A FITTING RESPONSE 55Rhetorical Situation In her opening paragraphs, Truth set out the circumference of the struggle for women's
rights as she saw it, establishing her ethos. If your course is organized around genres, themes, or rhetorical methods or is integrated with English21, you'll find syllabi and journal-writing prompts to address those as well—all created for The Harbrace Guide to Writing. What specific details does the author provide to feedyour imagination? After
reading Brady's essay, you may want to spend some class time dis- cussing the merits of her argument, for the 1970s and for today. And you may even have had to perform live before faculty members. When you want to invite friends and relatives to celebrate an event, such as a birthday or bat mitzvah, you might telephone them, email them, write
them a note, or send out formal invitations, depending on the circumstances. Whatever your faily life brings, you employ a seemingly endless variety of available means of communicating. Be prepared to share your fitting response with the rest of the class. For King, black religion and with imprinting it in human community, at its best was concerned
with how we speak then the church must expand the boundar-the truth of the gospel to brothers and sisters ies of social intervention in seeking to renderwho are worried about rent payments, keep- service and to improve the chances of socialing the lights on, getting an equal education, redemption. The next part of your job is to consider whether
the response is fitting and successful. Your economics professor has assigned you a research project: you are to evaluate the kinds of jobs that are appropriate for high school students. A friend's illness, Rhetorical Situationan unexpected increase in child care expenses or tuition, an essay exam, a list of questions from the IRS, a sales presentation, and essay exam, a list of questions from the IRS, a sales presentation, and essay exam, a list of questions from the IRS, a sales presentation, and essay exam, a list of questions from the IRS, a sales presentation, and essay exam, a list of questions from the IRS, a sales presentation, and essay exam, a list of questions from the IRS, a sales presentation, and essay exam, a list of questions from the IRS, a sales presentation of th
job interview, a sorority rush, adeposition, or arguing children—these are all situations that provide possible exi-gencies for response. Rhetorical consciousness (and success) comes with recognizing the vast array of options at our disposal, including those al- ready in existence and those we can create as we attempt to negotiate the con- straints of our
rhetorical situation and thereby successfully reach our intended audience. You are bringing about change yourself, for example, when you pick upthe phone and heal a long-standing misunderstanding after you read a formerfriend's moving handwritten message at the bottom of a "Peace on Earth" card. After receiving a "Happy Holidays" card from
your brother announcing that he'llbe home from Iraq for the holidays, you might recruit all his old buddies for a sur-prise welcome. ommendation on this issue. Judge Joe Brown is the rhetorical audi-ence on court television. At the library, in the classroom, but most often in my bedroom, where my computer is. Worse, they are passing us by at a time
when education is more important to our collective prosperity than ever." To respond to what Spellings called "an urgent need for change," the De- partment of Education, took immediate action, reassuring businesspeople, parents, and students that a new strategy would be quickly implemented, one
that confronted the issues that had been identified as hurting higher education. CHAPTER 3 WORKING WITH YOUR AVAILABLE MEANS 81 As you read the selec-tion, circle all references to the rhetorical audience and underline all references are references and underline all references are references and underline all references are references and underline all references 
and includes the rhetorical elements of the Write for Five 80 What Happens during Drafting? But, more accurately, it's each question or topic that provides a rhetorical exigence by posing a problem that can be modified through discourse. Lukewarm sion." I have earnestly opposed violent tension, acceptance is much more bewildering than but there
is a type of constructive, nonviolent outright rejection. Is the problem to which Barbara Smith is responding a rhetorical exigence? Having two open houses allows receivers in each state to attend the one more conveniently located for them. Capable of implementing change? Visit academic.cengage.com/now to view a dem-onstration. Part 1 provides
an overview of rhetorical principles and applications to which students will return throughout the semester. For others, however, the joy of putting words onto a surface is exhilarating; for them, the first draft is a combination of an outline and a freewrite. How does the problem fulfill the definition of exigence?2. 12 A fitting response suits the problem
 . Verbally, in a conference? Parents, And we will continue efforts to align high students, and taxpayers pick up the majority school standards with college work by increas- of the tab for higher education. Who is the rhetorical audience for the response? What means would you use to deliver your message? What does the artist or writer want the
rhetorical audience to do with the information? 12th grade, but it's not helpful when it comes to college and you're trying to compare op- But even so, there are still too many who will tions: in state versus out of state, public versussay "just give us more money." Money's impor- private, community college versus four-year.tant. Nothing short of a revo
burned. In a know everything from how well each car holdsrecent report card, 43 states were given an "F" its value down to wheel size and number offor failing on affordability. Where and how does she use the rhetorical Situation proposed:
Consider me your audience as you write a three- to four-page essay in which you describe the ways the campus computer system does (or could) support your learn- ing. By paying careful attention to their audience, to the available means of delivery, as well as to the steps in their composing process, effective rhetorsadjust their message until it comes
as close to fulfilling their rhetorical purpose asconditions (resources and constraints) allow. Nourished But though I was initially disappointed atby the Negro's frustration over the continued being categorized as an extremist, as I contin-existence of racial discrimination, this move- ued to think about the matter I gradually gainedment is made up of
people who have lost faith a measure of satisfaction from the label. 81Recognizing available means 78. In what specific ways can that audience be influenced or changed? Was it the only means available means 78 and curse old Negro women and young Negro Two were extremists for immorality, and
thus girls; if you were to see them slap and kick old fell below their environment. But the exigence (the needto develop a comprehensive national strategy for higher education) and otherelements of the rhetorical situation called for a kind of writing that featured re-search and documentation. You've been asked to make a toast at a reception
celebrating your parents' Rhetorical Situation or grandparents' wedding anniversary. | You know that you should shape a fitting response to the situation, whether that fitting response to the situation, whether that fitting response to the situation, whether that fitting response is spoken, written, or sent electronically. How is it identified? What medium does the author use? This book is, in part, an attempt to answer those questions and an
effort to make certain that we never again forget this species nor the others of which I write. But grasped the meaning of this social revolution now I must affirm that it is just as wrong, or and committed themselves to it. Write for a few minutes, connecting your answer with that for question 1. You warmly com- Jefferson: "We hold these truths to be
self- mended the Birmingham police force for keep- evident, that all men are created equal. Exigencies for writing (or speaking or creating visuals) extend far beyond those created by academic assignments. much is this school really going to cost me? Which one do you know the most about? Which one can you write most successfully about? his brown
and yellow brothers of Asia, South America and the Caribbean, the United States You speak of our activity in Birmingham as Negro is moving with a sense of great urgencyextreme. Why do you do this kind of writing?2. But for what sor race can understand the deep groans and purpose?To preserve the evil system of segrega- passionate yearnings of
the oppressed race, and tion. They are still perhaps even more so, to use moral means to too few in quality. Sometimes, you can do both at once. Why do I want a wife? Oryou might focus on the use of the rhetorical appeals and the overall success of that use. Whether you agree with the author—or not—is beside the
point. Your job is toanalyze—in a two- or three-page essay built on a clear thesis statement—how or how well the author has accomplished his or her purpose. Reconsider the answers you wrote for questions 1, 2, and 3. Responding to an Exigence through Planning, Drafting, and Revising Much of the writing you do is writing that you initiate for
 personal reasons. Pick two things a classmate wrote that made you rethink your answers; then rewrite those answers. I want a wife who cooks the meals, a wifecan become economically independent, sup- who is a good cook. Others will navigate their way tothe pages of MySpace friends with whom they want to communicate. The only means available recommendation of the pages of MySpace friends with whom they want to communicate.
in this situation is the written word. When you open your credit card statement and discover two mysterious charges on it, you are likely to call the 800 number to clear up the matter. It also supplies her with a receiver of her paper (hermessage): her instructor is her audience. It's time for you to bring your spouse and children together to discuss the
destination for next summer's family vacation. You'd never buy a house without an inspection, take a vacation without researching your This course will not, should not, and cannot destination, or these days, buy groceries with- be charted by the federal government alone. But, in actuality, you'll be influenced by only a few: those that give you
especial pleasure, motivate you to call the sender, sur- prise you because you don't celebrate that particular holiday, or make you feel sentimental about the holiday at hand. And if those same people whocan make a change. All kinds of
technology, from email and Web searches to PowerPoint presentations and voice mail, is being used, for instruction, homework, student-to-student communication, student-to-student-to-student-to-student-to-student-to-student-to-student-to-student-to-student-to-student-to-student-to-student-to-student-to-student-to-student-to-student-to-student-to-student-to-student-to-student-to-student-to-student-to-student-to-student-to-student-to-student-to-student-to-student-to-student-to-student-to-student-to-student-to-student-to-student-to-student-to-student-to-student-to-student-to-student-to-student-to-student-to-student-to-student-to-student-to-student-to-student-to-student-to-student-t
which the information is created and sent, and (c) the rhetorical elements (including the rhetorical elements (including the rhetorical elements (including the rhetorical elements) of the message itself. She might be impressed if you prepared an electronic presentation. Analyzing the Rhetorical elements (including the rhetorical elements) of the message itself. She might be impressed if you prepared an electronic presentation.
rhetorical constraint for members of these groups for centuries. Something so critical to our future suc- host of other issues from adult learning to in- cess and quality of life? I am grateful to God that, Luther an extremist: "Here I stand; I cannotthrough the influence of the Negro church, the do otherwise, so help me God." And John Bun-way of
nonviolence became an integral part of yan: "I will stay in jail to the end of my daysour struggle. What are their feelings about this exigence? Whatever the situations are, whether you want to act on them. In the past five years alone, tuition a long to the end of my daysour struggle. What are their feelings about this exigence? Whatever the situations are, whether you want to act on them. In the past five years alone, tuition a long to the end of my daysour struggle.
four-year colleges First: how do we make college more acces- has skyrocketed by 40 percent. It's not enough to say what a shamelution will work. Caro, excerpt from The Power Broker 256 Analyzing the Rhetorical Situation 259 Language Use and English-Speaking Ability: Public space as emerging space 259 Census 2000 Brief 222 Jane Jacobs,
excerpt from The Death and Life of Analyzing the Rhetorical Situation 223 Living on the margins of English-speaking Great American Cities 260 America 223 Adina Levin, "Ants and Jane Jacobs" 261 Juan F. She doesn't seem to be heading in any one direction. Writers who enjoy this final part of the writing processfeel that the hardest part is over. What
are the physical means by which he delivers his information? and with rhetorical reference materials Rather than present a series of lock-step procedures for students into research manual in A Guide to Research manual in A Guide to Research project, the research manual in A Guide to Research manual in A Guide to Research project, the research manual in A Guide to 
instructor, one of your parents, or your physician, you try to keep in mind the kind of information you should deliver—and how best to deliver it. You already know that audience and purpose cannot be sepa- rated, but balancing audience and purpose is a skill you can work to improve. In addition, Join Together's Web site contains links to many other
availablemeans. I am a Wife. why President Bush proposed a plan to increase academic rigor in our high schools and prepare I'm not the first to grapple with these issues. Is it "fine" that only half of our students graduate on time? through discourse 13 Analyzing the Rhetorical Situation 14 Education" 39 Your Writing Experiences 14. You already known from the first to grapple with these issues. Is it "fine" that only half of our students graduate on time? through discourse 13 Analyzing the Rhetorical Situation 14 Education and prepare I'm not the first to grapple with these issues. Is it "fine" that only half of our students graduate on time? through discourse 13 Analyzing the Rhetorical Situation 14 Education and prepare I'm not the first to grapple with these issues.
that rhetorical audience and purpose cannot be separated. You always try to send your message to someone who can be influenced by your discourse to change or resolve something. 3. Use the questions in the "What Makes
It a Fitting Response?" box (on page 46) to determine whether the L.A. riots and the SFSU Academic Senate's resolution were fitting responses to the Rodney King verdict. What Makes It a Fitting Responses? Yet, it's becoming A million kids drop out every single year. You want to change majors, from communications to international
 www.jointogether.org business, but your grade-point average is slightly below the necessary minimum for acceptance to the School of Business. In fact, no one (except you, of course) may ever even read it. Therefore, despite the glaring exigence, I don't respond, even thoughI wish I could. | You also want to keep in mind whatever else has already
been said on the subject. I could work as much and eat as much as a man—when I could get it—and bear the lash as well! And ain't I a woman? Now that she knows to whom she iswriting, she can gauge the amount of detail and information she needs to use. After all, her instructor knows a good deal about technology and writing, but hemay not know that she knows to whom she iswriting, she can gauge the amount of detail and information she needs to use. After all, her instructor knows a good deal about technology and writing, but hemay not know that she know to whom she iswriting, she can gauge the amount of detail and information she needs to use. After all, her instructor knows a good deal about technology and writing, but hemay not know that she was a maneur of detail and information she iswriting.
 what technological services are available to his students, let alonehow good students like Stacy use these services.. If not, how might the author reshape the response so that it does fit the exigence?4. Others mightlook it over quickly, consider the offer, and then delete it. The minute she as-cended the platform to address the audience, Truth
transgressed all the social norms of theeducated Northern white "lady." Sojourner Truth. Wasin America, who have concluded that the emies, bless them that curse you, do good towhite man is an incorrigible "devil." them that hate you, and pray for them
which despitefully use you, and persecute you." Was I have tried to stand between these two not Amos an extremist for justice: "Let justiceforces, saying that we need emulate neither roll down like waters and righteousness like anthe "do-nothingism" of the
black nationalist. What specific information can you glean about them from King's letter?3. Why does the essay say that? I want a wife who takes of the babysitting arrangements. As the Commission wrote: "higher our students in high school. As Stacy considered her own upcoming assignment, she wrote in her ongoing electronic journal: I think I tend
to take modern advances for granted, but when I look at how much more I use technology as a college student than I did, say, eight years ago as a junior high student, it's amazing to think of how much my studies have become dependent on it. The World Wide Web could have deliv-ered anything from a blog entry to streaming video. Your instructor
may not know anyone either. Rhetor essageExigence MEANING nce MEXIGENCE To shape a fitting response to a rhetorical CONTEXT The context (the setting in which thesituation, the rhetorical context (the setting in which thesituation) and the rhetorical context (the setting in which thesituation) are the rhetorical context (the setting in which thesituation) are the rhetorical context (the setting in which thesituation) are the rhetorical context (the setting in which thesituation) are the rhetorical context (the setting in which the setting in which the setting in which the rhetorical context (the setting in which the setting in whic
to address? Now consider the Saab advertise-ment. The context for aresolved only through a response using language. In this case, you can ignore the two questions that you don't want to answer and turn your energies to the one you choose. Be prepared to share your overall analysis with the rest of the class. Every successful phonecall will need to
 address the specifics of the ad. Why did you choose to respond to it? Not only that, but some of my favorite classes have been those that incorporated some form of technology into the course format. You often have a choice, but not always. Sometimes you're forced to respond and to do so in a particular manner. And when you're done, you'llwith
assistance for more affluent families. CHAPTER 2 IDENTIFYING A FITTING RESPONSE 59Rhetorical exigence. Like the flyers that stillhang all over my university campus, the Web site on page 20 asks anyone whoknows anything about the missing woman to come
forward. If both are fitting, why do you think such different responses can both be fitting? ture of a black lab catching a Frisbee for your dog- loving roommate, or a romantic greeting for your sweetheart, your choice reflects the message you want to send to your audience, the person who is capable of being influenced by the words and pictures that
you choose. For students, CengageNOW provides a diag-xiv PREFACEnostic self-assessment and a personalized study plan that enable them to focuson what they need to learn and guide them in selecting activities that bestmatch their learning styles. I want a wife to go along whenof mine, too. How was the act accomplished? Purpose. In fact, one of
 the earliest exam-ples of humans tapping an available means of persuasion can be found incave paintings, such as the ones in Lascaux, France, which depict storiesof hunting expeditions that took place between 15,000 and 10,000 BCE. Using sharpened tools, iron and manganese oxides, and charcoal, Paleolithichumans recorded incidents from their
 daily life for the edification of others. From 400 BCE to 1300 CE, people living in what is now the southwesternpart of the United States also recorded the stories, events, beliefs, fears, and characters of their daily life by carving their representations on stone faces of various kinds. When you're part of the rhetorical audience, you're capable of being
fluenced by the rhetorical situation, of being moved in some way by the words or visuals. | Planning to write usually involves two steps: exploration and organization. Rhetorical principles and organization. Rhetorical principles are to step you. Indeed, this is the very purpose of
who constantly says: "I agree with you in the direct action. If the car dealership runs a series of television commercials, bragging that it guarantees the lowest prices or that it stands by its advertising, then, as a responsible rhetor, you'll want to use this information. What are the content and medium of response that you would prefer? Make a list of
possible reasons those specific means are not being used. In September 2005, the United States government commissioned a small group of education. Orthey can use words to influence someone else to purchase a Saab. Its length? Does the author of this piece use that
genre? In fact, as the flames of the riots were reduced to embers, Smith commented on the political potential of those riots: "the insurrection in Los Angeles will galvanize unprecedented organizing." She also wrote about her own simmering fury. I. After trying several methods of exploration (listing, keeping a journal, and freewriting), Stacy found
that she was starting to repeat herself. Instead, she conducts research online, drafts and revises online, and emails her instructor a final, ready-to-be-graded essay. (b) Do you like comments throughout your text, or just at the end? If a company is losing online business, the reason may well be that its Web site is outdated. These women, representing all
the women and men active in the nation's suffrage movement, sent the fol-lowing message to a specific audience (the president): "Mr. President, how longmust women wait for liberty?" That message was an authentic response to a rhe-torical exigence: women did not have the right to vote. The purpose of the mes-sage was to win that right to vote—a
right African American men had gained in 1870 but American Indian men and women would not gain until 1924. What is exigence? A rhetorical exigence is a problem that can be resolved or changed by dis-course (or language). A writer begins to (re)consider audience. The English Language Amendment" 218 Planning the spaces where we live
254Geoffrey Nunberg, excerpt from "The Official Robert Moses, excerpt from Working for the English Movement: Reimagining America" 221 People 254Hyon B. 118 Guide to Responding to the Rhetorical Situation 156
Situation 119 Identifying an exigence 156Identifying a Fitting Response 158Identifying a Fitting Response 158 response 158
Memoir: Working with Your Available Means 129 Shaping your memoir 124 Student paper 161 Student paper 
131 6 Investigating Corporations 5 Portraying Successful Rhetors: on Campus: Responding with Responding with Profiles 132 Reports 172Real Situations 137 Real Situations 137 Real Situations 137 Campus 177Persuasion from the
presidential podium 137 Community Connections 178 Robert Caro, excerpt from What I Saw at the classrooms 178 Don Hammonds, "Honda Challenges Students to Revolution: A
Political Life in the Reagan Era 142Analyzing the Rhetorical Situation 143 Market Its Latest Car to Younger Buyers" 179Rhetorical success in the African American Eyal Press and Jennifer Washburn, excerpt from "Building a Buzz
on The Poet Laureate of the American Pulpit" 146 Campus" 183Geneva Smitherman, excerpt from Talkin and Analyzing the Rhetorical Situation 151 collegiate athletics 186Community Connections 151 Mike Fish, excerpt
from "Riding the TrojanProfiles: A Fitting Response 152A profile of a professional who shapes his world Horse" 187 Analyzing the Rhetorical Situation 189 with words 152 Community Connections 189Marisa Lagos, "Successes Speak Well for Debate Investigative Reports: A Fitting Coach" 152 Response 189 CONTENTS vcampus 189 Richard
Rodriguez, excerpt from Hunger of Kate Fitzgerald, "They're Baaaaack: Card Marketers Memory 226 on Campus" 190 Analyzing the Rhetorical Situation 227What Makes It an Investigative Report? Consciously, he has been caught up by the Zeit-to the light of human conscience and the
air of geist, and with his black brothers of Africa andnational opinion before it can be cured. That man over there says that women need to be helped into carriages and lift- ed over ditches, and to have the best place everywhere. Lookover some of the lists you made in response to the questions in Write for Five. These are the kinds of lists that can
propel your writing, as Stacy's list willdemonstrate. Rhetorical SituationThe most commonly used methods of exploration are listing, keeping a journal, freewriting, and questioning. Beforewe begin, take a few minutes to jot down answers to the following questions, which will reveal what parts of the writing process you already do well and already and already do well already do well and already do well already do well and already do well already do well and already do well and already do well already do well already do well already do well and already do well a
enjoy. Your Writing Experiences 1. How? English 21 Plus, which includes two semesters of access to InSite, Wadsworth's electronic portfolio and peer review application, is also avail- able with this title. Similarly, when an instructor supplies a number of different topics for a research project, you choose the one that sparks your interest. What surprised
you about their responses? That's unacceptable. All through your life, you have been and will continue to be faced withrhetorical situation. A 18 PART 1 ENTERING THE CONVERSATIONRhetorical exigencies that call for a fitting response of some kind. A 18 PART 1 ENTERING THE CONVERSATIONRhetorical exigencies that call for a fitting response of some kind. A 18 PART 1 ENTERING THE CONVERSATIONRhetorical exigencies that call for a fitting response of some kind. A 18 PART 1 ENTERING THE CONVERSATIONRhetorical exigencies that call for a fitting response of some kind. A 18 PART 1 ENTERING THE CONVERSATIONRhetorical exigencies that call for a fitting response of some kind. A 18 PART 1 ENTERING THE CONVERSATIONRhetorical exigencies that call for a fitting response of some kind. A 18 PART 1 ENTERING THE CONVERSATIONRhetorical exigencies that call for a fitting response of some kind. A 18 PART 1 ENTERING THE CONVERSATIONRhetorical exigencies that call for a fitting response of some kind. A 18 PART 1 ENTERING THE CONVERSATIONRhetorical exigencies that call for a fitting response of some kind. A 18 PART 1 ENTERING THE CONVERSATIONRhetorical exigencies that call for a fitting response of some kind. A 18 PART 1 ENTERING THE CONVERSATIONRhetorical exigencies that call for a fitting response of some kind. A 18 PART 1 ENTERING THE CONVERSATIONRhetorical exigencies that call for a fitting response to the fitting response
and potential exigen-cies—for every interest. Add your answer to this question to what you've already written. Those in some lucky graduate program will soon have him in their midst. Continue with what you wrote for questions 1 and 2, explaining why your preferred content and medium form the best response to your specific exigence. I want a wife
who is a goodnurturant attendant to my children, arranges I want a wife who will take care of details offor their schooling, makes sure that they have an my social life. When my wife and I are invited outadequate social life with their peers, takes them by my friends, I want a wife who will take care to the park, the zoo, etc. How does she work to
respond to that exigence through her verbal discourse? the high school level, it's a different story. convenience lose the value of a trip to the library Dishonesty free online book notes downloadable essays plagiarism CHAPTER 3 WORKING WITH YOUR AVAILABLE MEANS 79Rhetorical Situation Notice that Stacy started out using Roman numerals
for her main sections, the way we were taught to outline in elementary school. In other words, these situations pose problems that couldbe resolved or changed through spoken or written words or through visuals. But the key toAmerica's future is what happens in between." The purpose of AAC&U's on-line statement is to clarify the organization's
values and goals in response to the following problems, decide whether you could shape a response that fulfills the
three-part requirement for being fitting: discourse that fits the problem, is delivered in an appropriate medium and genre, and successfully satisfies the intended audience. You need to explain the reason to your landlord in order to avoid the usual late fee. For example
when you enter a department store to return defective merchandise, you know that you need to speak to a salesperson or maybe go to the service desk. What characterized the response verbal (spoken or written) or visual discourse? Next, Stacy needed to begin a
draft that her instructor would read and respond to. Activities called Community Connections link students to their everyday writing with more extensive writing projects. If you think about your writing class, for instance, you'll see
that infor- mation is being delivered to you by all sorts of available means: textbooks, lectures, discussions, computer programs, listservs, in-class activities, and homework assignments. What means did you use to deliver your response? 26 PART 1 ENTERING THE CONVERSATIONAnalyzing the Rhetorical Situation Rhetorical Situation 1. As you read
about each of these steps, you'll learn when it's necessary to consider the components of the rhetorical situation 5 The power of a
rhetorical audience—and aRecognizing the Rhetorical Situation 5 Michael Eric Dyson, "Speech Is My Hammer" 33Analyzing the Rhetorical Situation 6 Community Connections 35Analyzing the Rhetorical Situation 8The decision to engage 9 2
Identifying a FittingYour Writing Experiences 10 Response 37 Write 11 Write for Five 37What is exigence? 193 Community Connections 228 Position Arguments: A FittingGuide to Response 37 Write 11 Write for Five 37What is exigence? 193 Community Connections 228 Position Arguments: A FittingGuide to Response 37 Write 11 Write for Five 37What is exigence? 193 Community Connections 228 Position Arguments: A FittingGuide to Response 37 Write 11 Write for Five 37What is exigence? 193 Community Connections 228 Position Arguments and Community Connection Arguments 228 Position Arguments 228 Position Arguments 228 Position Argum
the Understanding the Rhetorical Situation 194 United States 229 Gabriela Kuntz, "My Spanish Standoff" 229Identifying an exigence 194 What Makes It a Position Argument? Each of these general steps has smaller steps within it, whichis probably why no two writers move through these three basic stages in ex-actly the same way. Compare that
representation with this one.3. Who composed this message? The Spellings Report, as it came to be known, was made available online as a PDF document, but the actual findings and recommendations of the commission were even more widely dis-tributed immediately after Spellings gave a talk to the National Press Club on 38 PART 1 ENTERING
THE CONVERSATIONSeptember 26, 2006 (excerpted here). For instance, you might participate in an anti-racism or AIDS-prevention program in order to inform others about the nega-tive consequences of racist behaviors or
unsafe sex practices. Your life situation might find you best served by Al Anon, Alcoholics Anonymous, or any of theother twelve-step programs that help people make or support positive changes. Even if you're a star athlete, you might need to listen carefully to the coach sothat you can help influence the attitudes of your teammates—and the same
goesfor strong members of writing, study, therapy, and exercise groups. Considering purpose in terms of rhetorical audienceMany writers equate purpose with their reason for writing; they want to make money or win a contest. Why or why
not?CHAPTER 1 UNDERSTANDING THE RHETORICAL SITUATION 31 Page 2 Rhetorical audience—and a purpose © Lisa Godfrey from Penn Arts & Sciences Magazine, Spring 2003 When we speak and write, we often hope that our words will reach a rhetorical audience. Whether we want our words to influence
members of that audience in terms of their relaxation, imagination, reflection, curiosity, enjoyment, or questioning, our purpose is to change the way they think about, behave in terms of, or act in response to some idea, person, or action. No matter what document. Web site, or television program you're read-ing or viewing (and analyzing
rhetorically), you need to keep in mind that thecreators of those communications have tried to choose the best from among allmeans of communication available to them. Every time a rhetor sends a message, he or she does so from a physical place. Whether the rhetor is writing at a desk, talking on a telephone, preaching from a pulpit, speaking from
a podium, keyboarding at a laptop, or conversing in acoffee shop, the message itself is constituted by the constraints and resources ofthat specific place. In this essay, you'll need to describe the current system, explain its beneficial consequences, and perhaps provide recommendations for how it could be improved. The range of fitting responses to
the exigence varied widely: for instance, those whose loved ones were missing contributed to memory walls, filling them with bouquets of flowers and photographs. The chosen medium hardly limited the genres—the kinds of writing—available to the Spellings Commission. Account for your response to the comic strip. 316 Checking Over a Definition
323Classification and Division 319 CONTENTS vii11 Comparison 324 Series of steps 342 Chronological organization 342Write for Five 324 Point of view 342Comparison and Contrast? Nobody ever helps me into carriages, or over mud puddles, or gives me any best
place! And ain't I a woman? If I sought to answer all the criticisms that cross my desk, my secretaries would have MY DEAR FELLOW CLERGYMEN: little time for anything other than such corre-While confined here in the Birmingham city jail, spondence in the course of the day, and I wouldI came across your recent statement calling my have no time
for constructive work. What kind of writing do you do that gives you the most pleasure? What message does this visual send to viewers? Be prepared to share your findings with the rest of the class. Reading a book introduction for available means English professor Michael Bérubé publishes widely about academic matters; curriculum, teachingloads,
classroom management, and cultural studies. Disadvantages Academic laziness ignore traditional forms of research and the Rhetorical Tricks of the Trade 369 Situation 366 Research and Audience 370 Tricks of the Trade 372An
Overview of Research 367 Wait a Minute . Some of them might evenyearn for a Saab themselves but feel they cannot afford one. Ultimately, we pay the bill twice, because students don't Colleges and universities are the keepers of get what they need in high school. What organizational methods did you explore? Maybe you always draft with a word
processor, entertaining yourself by connecting particular fonts with particular ideas in your draft. The word processor offers you the opportunity to rewrite phrase, sentence after phrase, sentence after phrase, sentence after phrase, sentence after phrase after phrase, sentence after phrase after phras
educated white women who shared the speaker's platformwith her. Over the years, ing access to college-prep classes such as Ad- we've invested tens of billions of dollars in tax- vanced Placement. And once I'm finishedwriting my paper, I can use any one of a number of Web pages that are designed to show the proper way to cite any resources I may
have used. What do you want your language to accomplish? Others say that visiting the troops was a perfect way to raise their spirits at holiday time. In that way, we are no differ- ent from a U.S. president making an appearance at an army installation in Iraq or a civil rights leader writing to his detractors from a jail cell. When the delegates choose
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the presidential and vice presidential and vice presidential candidate, they eliminate all the other Republican can-didates, thereby influencing the voting op-tions of millions of Americans. In her speech, Truth used definition and narration in the second para-graph: she defined herself as a woman, just not the kind of woman that opponents to woman's rights have in mind, and

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she narrated several incidents from her lifethat supported her self-definition. But if getting your way is your only persuasive pur-pose, you're in for a long string of disappointments. Thinking about persuasive pur-pose, you're in for a long string of disappointments. Thinking about persuasive pur-pose, you're in for a long string of disappointments.
wide range of goals. rhetorical situation includes resources (positive influences and available means that could inhibit the resolution). And most important, can this audience modify or bring about a modification of the exigence? Once the fitting response comes into being, the call for
change ("I need an answer" or "We need to update our Web site") is either partially re-moved or disappears altogether; then it is satisfied. Or there may have been a slump in the economy, causing a drop in online business in general. Who is doing it? Scene. (Note that there is more than one rhetor in Dyson's essay, including Dyson himself.) Dyson's
analysis describes the continuing exigence of King's legacy, an exigence for the editorial or cartoon? Is it instant messages or planned, drafted, and revised essays? In this chapter, you'll move through the three general steps of the
writingprocess: planning, drafting, and revising. What are they like? 155What Makes It a Memoir? I had hoped that the white moderate would It is true that the police have exercised a de- see this need. | What Happens during Drafting? But she switched to simply listing subpoints, thereby making her outline easier to put together and work with
Think about the fitting response you drafted for question 2. How much? How does her verbal discourse fit the problem? We deserve better. What are the time, place, and con- ditions in which the act occurred? Agency. First, the three chapters in Entering the Conversation: The Rhetorical Sit- uation (part 1) introduce students to the rhetorical
principles that underlie all writing situations and provide them with a basic method for using those principles: To recognize when writing is the best response (or when speaking—or remaining silent—might be more effective)
context and delivers the intended message. Clustering is a visual method for connecting ideas that go together. But that fitting response to the govern- ment documents was not arrived at easily or instantly: university administra- tors and professors from all over the nation and from all kinds of schools came together on numerous occasions.
to discuss, investigate, research—and respond to—the facts, reasoning, and sometimes unexamined beliefs that underpin the commission's report. OK CANCEL eBook ???EBOOK POPUP MSG??? Why is that person (or group) the best source of response? Nearly two- thirds of all high-growth, high-wage jobs created in the next decade will require a
college degree, a degree only one-third of Americans have. ist for the Christian gospel: "I bear in my bodyFor there is the more excellent way of love and the marks of the Lord Jesus." Was not Martinnonviolent protest. How does the author send the response to the audience? How might the information given about the rhetorical situation help you?
want to thank Rebecca Wilson Lundin, research assistant extraordinaire, and Magdalena Radovic Moreno, gifted and reliable undergraduate intern. How can words or visuals alleviate or eliminate that exigence? The delegates at the Repub-lican National Convention are a rhetoricalaudience: they listen to speeches and casttheir votes. What are its
constraints (or limitations)?7. How do these factors influence your choice of genre? of great provocation. Is it handwritten or keyboarded? Your history instructor has assigned a research paper that is due on the same day as your biology midterm. What have you learned from reading this section that you didn't know when you started? From whom
 would you like a response? federal student aid form is longer and more complicated than the federal tax form! These principles are the pillars of No Child Left Behind. 302Writing a Proposal: Working with Your Guide to Responding to the Rhetorical Available Means 270 Situation 303Shaping your proposal 270Checking Over a Proposal 271
Understanding the RhetoricalStudent paper 271 Situation 303Rupali Kumar, "Baal Leela" 272Alternative Assignments 279 Identifying a Fitting Response 305 Responding with Critical Finding a purpose and shaping a fitting Reviews 280 response 305Real Situations
282 Writing an Evaluation: Working with YourDescribing Visuals on Campus 285 Community Connections 285 Available Means 306Real Responses to Real Situations 207 Student paper 307 film: The Matrix 286 Alexis Walker, "Donuts at
 Easton's Center Circle: Kenneth Turan, "An Apocalypse of Kinetic Joy" 288Lisa Schwarzbaum, "Techno Prisoner" 290 Slam Dunk or Cycle of Deterioration?" 308 Alternative Assignments 312Part 3 The Available Means: Strategies for Developing Ideas 31310 Definition 320 Description 320 Write for Five 315 Definition and the
Rhetorical Situation 321Definition as an Available Means 316 Using Definition in Your Writing 322What Is Definition? Just to give a comparison, the main dards and accountability in our public schools. This is an issue that touches us all. And that's agood idea: the more you write, the more you'll have to say. When you're writing in your journal, you
don't need to be concerned with punctuation, grammar, spelling, and other mechanical features. Stacy approached her instructor, asking him if he might give her some direction. But what's all this here talking about? Early stone carvings from the American Southwest.nication you might use, whether those are oral (speaking person to person,
overthe telephone), written (using email, instant messaging, paper, a Web page), orvisual (using film, video, still images, and so on). Capable of influencing those who can make change? We want more continued CHAPTER 2 IDENTIFYING A FITTING RESPONSE 39Rhetorical Situation An Action Plan for Higher Education (continued) than anything to
provide it. If that weren't the case, then you wouldn't worry about writing well or care what your teacher thinks of your writing. I'll draw upon my experiences in Spanish 3, English 202, Philosophy 197, Biological Sciences, Art History, and my internship. Why is the author engaged with this exigence? Itea worry about writing well or care what your teacher thinks of your writing. I'll draw upon my experiences in Spanish 3, English 202, Philosophy 197, Biological Sciences, Art History, and my internship. Why is the author engaged with this exigence? Itea worry about writing well or care what your teacher thinks of your writing.
could be that competing products have taken business away. Besides his genius for to advocate a more aggressive version of non-translating ideas and beliefs, King also pos- violence that focused on blocking the flow ofsessed the gift to translate love into concrete traffic and commerce in local municipalities aspolitical action. To them, Bush's foreign
policy signifies the moral high ground of a righteous leader, as well as the altruism of a great country willing to rebuild the political, educa- tional, and economic infrastructure of a smaller one. The Harbrace Guide toWriting helps students do just that: it helps them userhetoric to move forward by addressing and resolving problems, whether
those problems are social, academic, or workplace. Michael Eric Dyson is one of those intellectual leaders. Community Connections 1. CHAPTER 2 IDENTIFYING A FITTING RESPONSE 53Rhetorical Situation Bill Richardson for President Web site. The closing of her speech emphasizes pathos. What is your purpose for each kind of writing? My wife
must arrange to friends, and not interrupt when I talk about the lose time at work and not lose the job. But it's the word purposeful that will guide you through the mazeof words and images that saturate your life. are taking place in Birmingham, but it is even I have almost reached the regrettable conclu-more unfortunate that the city's white power
sion that the Negro's great stumbling block structure left the Negro community with no in his stride toward freedom is not the White alternative. Is the response verbal or visual discourse? How might this visual work to change the exigence you de-scribed in the previous answer? You may choose writing over telephoning because your messageneeds
to be phrased carefully so as to not upset or confuse the person. What means are available to you for letting your writing instructor know what kind of person, student, and writer you are? Reread the comic strip, and then write for five minutes about it. How are students using it? 24Write for Five 3. Look through your local newspaper and identify one
such incident of unrest. extremists for the preservation of injustice or for I doubt that you would so quickly commend the extension of justice? My God, why wouldn't I want a wife and brotherhood will shine over our great nation with all their scintillating beauty. Naturally, I will expect a fresh, new I want a wife who is sensitive to my sexual life; my
wife will take the children and be solely needs, a wife who makes love passionately and responses to various exi- Adbusters' version of the U.S. flag is a visualgencies constantly bombard us—from adver- response to an exigence to an exigence to an exigence existence of the U.S. flag is a visualgencies constantly bombard us—from adver- response to an exigence existence of the U.S. flag is a visualgencies constantly bombard us—from adver- response to an exigence existence of the U.S. flag is a visualgencies constantly bombard us—from adver- response to an exigence existence of the U.S. flag is a visualgencies constantly bombard us—from adver- response to an exigence existence of the U.S. flag is a visualgencies constantly bombard us—from adver- response to an exigence existence of the U.S. flag is a visualgencies constantly bombard us—from adver- response to an exigence existence of the U.S. flag is a visualgencies constantly bombard us—from adver- response to an exigence existence of the U.S. flag is a visualgencies of the U.S. flag is a visualgencies constantly bombard us—from adver- response to an exigence existence of the U.S. flag is a visualgencies of the U.S.
stances. The contemporary rhetorical scene also offers many varieties of availablemeans—from electronic and printed to visual and spoken—for delivering aswell as shaping potentially effective information for a specific audience. The Greek philosopher Aristotle coined an authoritative definition of rheto-ric over 2,500 years ago: "rhetoric is the
faculty of observing in any given situ-ation the available means of persuasion." Let's take this definition apart and examine its constituent parts. And while I am going to then do the cleaning up while I do my studying.school I want a wife to take care of my children. My citing the creation of Negro to wait for a "more convenient season." tension as part
of the work of the nonviolent- Shallow understanding from people of good resister may sound rather shocking. Which of them are personal? Aristotle tells us that rhetoric's function is not simply successful persuasion; rather, it is to "discover the means of coming as near such success as the cir-cumstances of each particular case allow." If your purpose
is to get your way, you'll sometimes succeed. So I have not said to mycome insensitive to the problems of the masses. How exactly would you do so, and what would be the substance of your message? Some may be cel- ebrating Christmas, Hanukkah, or Kwanzaa; some may be reminders of lesser- known holidays: Winter Solstice, Yule, or Ásatrú. We
and inhumane treatment of Negroes here in must never forget that all three were crucified the city jail; if you were to watch them push for the same crime—the original topic in
the United States. And Bruce and Patti clari- fied the rhetorical purpose of their message by inviting people to a celebratory open house. But I must will is more frustrating than absolute misun- confess that I am not afraid of the word "ten- derstanding from people of ill will. I want a wife who will remain sexu- so that the children do not bother us. If
not, what is the effect of going against an audience's expectations? We absolutely should! And ACTION FOUR This Spring, I'll convene a Summit and under my plan will provide matching funds to bring these many sectors together to discuss colleges, universities, and states that collect and the full slate of recommendations, our progress, publicly
report student learning outcomes. By using structured questioning, you can push yourself to explore your topic more deeply. After you receive a marked and graded piece of writing from your instructor, what are the means available to you for responding? I want a wife who will planport myself, and, if need be, support those de- the menus, do the
necessary grocery shopping, pendent upon me. On its own, part 1 serves as a quick reference to help students in any writing context across the curriculum and beyond; together with the rest of The Harbrace Guide toWriting, it provides strategies and opportunities for thinking and writing.
reading an essay, listening to a speech, or viewing a visual, you'll better understand the message if you begin your analysis by determining what rhetorical exigence those words or visuals are responding to. One day the South will recognize its real heroes. They will be the James 30 PART 1 ENTERING THE CONVERSATION Merediths, with the noble
sense of purpose that cious time. It provides many advantages for students and teachers alike, but it also brings with it some disadvantages. Be prepared to provide suggestions for improving their concept of exigence, response, and resolution. | Selecting a Rhetorical Audience and Purpose | Many of you have, no doubt, received mail and email that was
targeted to youbased on your interests and purchases. and is capable of bringing about change 25The Purposeful Use of Language and Considering purpose in terms of rhetorical Situation 27 Martin Luther King, Jr., excerpt from "Letter from situation . Because
different research questions require different methods, A Guide to Research (part 4) includes infor- mation on library, online, and field research to say, my wife will arrange and pay for the care of the children while my wife is working. A rhetorical audience consists of only those persons who are capable of being influenced by verbal or visual
discourse and of bringing about change, either by acting themselves or by influenced by discourse and of bringing about change, either by acting themselves or by influenced by discourse to Cite 424Organizing and the source and of bringing about change, either by acting themselves or by influenced by discourse and of bringing about change, either by acting themselves or by influenced by discourse and of bringing about change, either by acting themselves or by influenced by discourse and of bringing about change, either by acting themselves or by influenced by discourse and of bringing about change, either by acting themselves or by influenced by discourse and of bringing about change, either by acting themselves or by influenced by discourse and of bringing about change, either by acting themselves or by influenced by discourse and of bringing about change, either by acting themselves or by influenced by discourse and of bringing about change.
Naturalistic Research Common Citation Errors 424 MLA Guidelines for In-Text Citations 425 Study 402 MLA Guidelines for Documenting Works Cited 428 Books 430 Articles 434 Other print sources and databases 440 Sample
APA Research Paper 460Checking Over a Works-Cited List 444 Catherine L. Celebrations, and holiday gatherings—invite fitting responses. Which of the invention strategies did you employ? First, I must effects and does not grapple with
underlying confess that over the past few years I have been causes. Handwritten in ink on your printed page? In one of my English classes, for instance, we took a day to hold class in a chat room, and we all signed into the room from our computers at home. How does her choice of available means suit her intended audience? Community
Connections 1. But experienced writers also regularly use conver-sation, meditation, reading, and listening as ways to discover good ideas; theyknow that good ideas can come to them in all sorts of settings. "Santa Fe Blonde," for instance, is seeking a single male, between the ages of 57 and 67, who shares her interests: the outdoors, museums, ballet
traveling, concerts, and being with friends. It's are a reality for every American who chooses how? were tablets of inspired scribbles illustrated by line drawings of chickens, horses and upright cats. If the company you work for loses online business because its Web site is outdated, that problem can be resolved only through appropriate use of text and
visuals. What are the resources of that place? Her gratitude translates into an emotional appeal to her audience: Obliged to you for hearing me, and now old Sojourner ain't got nothing more to say. When is technology being used? Some were short, others long. No part of this work covered by the Cheryl Glenn copyright herein may be reproduced,
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background: © Johan Purchase any of our products at your local college store or at our Mård/VEER; lantern: Digital preferred online store www.ichapters.com. But the urgent need to spark this debate formation to make this system a reality. Write for five minutes, describing that exigence and explaining why you didn't write or speak in response to it or speak in response 
Think of specific people you know who might be interested in Life as We Know It.2. What are the specific means available to Bérubé for reaching a general audience?3. Other featuresinclude fully integrated discussion boards, streamlined assignment creation, and more. Visit academic.cengage.com/insite to view a demonstration. Book Companion Web
adjust your message to fit your rhetorical situation. The more I learned of the Carolina Parakeet's life, its extinction and its erasure from our memory, the more I wondered: How could we have a problem that is not a rhetorical exigence or a response
that is not fitting. 58 PART 1 ENTERING THE CONVERSATIONRhetorical Situationwww.jointogether.orgThis Web page has links to additional available means of response.a Web site. When was the last time you faced an exigence that you wanted to address? What is my relationship to that person orgroup of people? If so, explain why. Let'sreview
some of those means so that you can optimize your choices in order tosucceed as a rhetor. What is the available means? Every rhetorical situation depends on delivering a fitting response by someavailable means? Every rhetorical situation depends on delivering a fitting response by someavailable means? Every rhetorical situation depends on delivering a fitting response by someavailable means? Every rhetorical situation depends on delivering a fitting response by someavailable means? Every rhetorical situation depends on delivering a fitting response by someavailable means? Every rhetorical situation depends on delivering a fitting response by someavailable means? Every rhetorical situation depends on delivering a fitting response by someavailable means of persuasion.
introduction to rhetoric that is both adaptable to any composition classroom and transferable to students' other writing tasks. No version of her speech has appeared in Standard-ized English, the style of writing and speaking expected in most academic andbusiness settings, which would dictate Am I not a woman? Your selection will depend on which
question seems to you to present the most compelling exigence. that can be resolved . What doyou think? Analyzing the Rhetorical Situation 3. Some people presented television and radio programs focusing on what happened of which are "fitting" and some of which are more revolutionary than others. Some people presented television and radio programs focusing on what happened of which are more revolutionary than others.
on that day and how the United States was responding. Why would she keep repeating "I want a wife ..."? I've had courses that used technology in basic ways, like my Biological Science class, in which the class lectures were recorded and saved online for students to listen to later. Be sure to support your argument with relevant historical details. cup-
holders. In fact, every time you respond to (or consider responding to) a rhetorical problem, you've recognized or created an exigence. Whether you're texting in a chat room, following newspaper reports of your city council's spending patterns, listening to your children argu-ing, or reading personal ads, you can recognize a call for a rhetorical
response. Visitacademic.cengage.com/turnitin to view a demonstration. InSite for Writing and Research tool includes electronic peer review, an original-ity checker, an assignment library, help with common grammar and writing er-rors, and access to InfoTrac® College Edition. The available means delivers
information. Write for a few minutes, describing the elements of this rhetorical situation. As I thought about a wife who will pick up after me. Is there a rhetorical situation that is tugging at you now? It was great as part of our discussions about literacy, because experimenting with computer literacy.
allowed us all to see how people communicate differently when they're not face to face. Your paper is due date. We need to make education must change from a system pri- higher education more affordable by increas- marily
based on reputation to one based on ing need-based aid, simplifying the financial performance." aid process, and holding costs in line. Second, it's a joyous affair for specific people. You may also want to consider her pervasive use of irony (her tongue-in-cheek attitude toward her subject), the extent to which she's being serious, and the potential
sexism of the essay. In your own words (and to the best of your memory), write out the assignment, paying careful attention to the problem (you think) the assignment is asking you to resolve with discourse. Drawing on your previous answer, write three or four assertions that support Brady's argument. But, at families plan. Right now, as a college
student, you are asked on a regular basis to shape fitting responses to the Spellings Report. Be prepared to share your favorite recording artist, who is under scrutiny for criticizing the current government of the United States. 2. Your family wants to help some neighbors, who have
lost all of theirworldly possessions in a house fire. Austin State UniversityJoel Henderson, Chattanooga State Technical Community CollegeAndrea Hills, Portland Community CollegeBecky Howard, Syracuse UniversityDown Hubbel-Staeble, Bowling Green State UniversityMelissa Ianetta, University of DelawareLauren Ingraham, University of
Tennessee-ChattanoogaKatherine Jackson, Old Dominion UniversityCynthia Jeney, Missouri Western State University of Alabama-BirminghamKathryn Kleypas, Queensborough Community CollegeJames Kroger, Lynchburg CollegeMartha
Marinara, University of Central FloridaSusan Miller-Cochran, North Carolina State UniversityKate Mohler, Mesa Community CollegeJessie Moore Kapper, Purdue UniversityMichael Morris, Eastfield CollegeJulie Nash, University of Massachusetts-LowellKathleen Nelson, Palomar CollegeDana Nkana, Illinois Central CollegeVorris Nunley, University of Massachusetts-LowellKathleen Nelson, Palomar CollegeDana Nkana, Illinois Central CollegeVorris Nunley, University of Massachusetts-LowellKathleen Nelson, Palomar CollegeDana Nkana, Illinois Central CollegeVorris Nunley, University of Massachusetts-LowellKathleen Nelson, Palomar CollegeDana Nkana, Illinois Central CollegeDana Nkana, Ill
of Carolina-RiversideHeather Palmer, University of Tennessee-KnoxvilleBetsey Pender, Florida Community CollegeDoreen Piano, Georgia Institute of Technology-AtlantaJeff Pruchnic, Wayne State UniversityKrista Ratcliffe, Marquette UniversityVicki Russell, Duke UniversityKelly Ryan Schendel, Orange Coast CollegeScarlett Saavedra, Mt. Hood
Community CollegeJordan Sanderson, University of Southern MississippiDeborah Scally, University of Texas-DallasMatthew Schmeer, Johnson County Community CollegeJacqueline Sears, Mountain View CollegeNancy Shaffer, University of Texas-DallasMatthew Schmeer, Johnson County Community CollegeJacqueline Sears, Mountain View CollegeNancy Shaffer, University of Texas-DallasMatthew Schmeer, Johnson County Community CollegeNancy Shaffer, University of Texas-DallasMatthew Schmeer, Johnson County Community CollegeNancy Shaffer, University of Texas-DallasMatthew Schmeer, Johnson County Community CollegeNancy Shaffer, University of Texas-DallasMatthew Schmeer, Johnson County Community CollegeNancy Shaffer, University of Texas-DallasMatthew Schmeer, Johnson County Community CollegeNancy Shaffer, University of Texas-DallasMatthew Schmeer, Johnson County Community CollegeNancy Shaffer, University of Texas-DallasMatthew Schmeer, Johnson County Community CollegeNancy Shaffer, University of Texas-DallasMatthew Schmeer, Johnson County Community CollegeNancy Shaffer, University of Texas-DallasMatthew Schmeer, Johnson County Community CollegeNancy Shaffer, University of Texas-DallasMatthew Schmeer, Johnson County Community CollegeNancy Shaffer, University of Texas-DallasMatthew Schmeer, Johnson County Community CollegeNancy Shaffer, University of Texas-DallasMatthew Schmeer, Johnson County Community CollegeNancy Shaffer, University of Texas-DallasMatthew Schmeer, Johnson County Community CollegeNancy Shaffer, University of Texas-DallasMatthew Schmeer, Johnson County Community CollegeNancy Shaffer, University of Texas-DallasMatthew Schmeer, Johnson County Shaffer, University Of Texas-DallasMatthew Schmeer, Johnson County Community CollegeNancy Shaffer, University Of Texas-DallasMatthew Schmeer, Johnson County Community CollegeNancy Shaffer, University Of Texas-DallasMatthew Schmeer, University Of Texas-DallasMatthew Schmeer, University Of Texas-DallasMatthew Schmeer, University Of Texas-DallasMatthew Schmeer, University Of Texas-Dall
UniversityMarcus Slease, University of North Carolina-GreensboroJames Sodon, St. Louis Community CollegeSylvia State University-ColumbusDeborah Teague, Florida State UniversityPatricia Teel, Victor Valley CollegeKaye Temanson
North Dakota State University Debra Thomas, Harrisburg Area Community CollegeMarian Wernicke, Pensacola Junior CollegeNatasha Whitton, Southeastern Los Angeles UniversityArnold Wood, Florida
Community College Cheryl Glenn May 2008xviii PREFACE1 partEntering the Conversation. The Rhetorical Situation Too often, the word rhetoric refers to empty words, implying manipulation, deception, or persuasion at any cost. Recounting King's beating and a catalogue of brutalities that preceded it, Smith forged her fury into a verbal response that
she felt fit the occasion.48 PART 1 ENTERING THE CONVERSATIONBarbara Smith Rhetorical SituationExcerpt from The Truth That Never HurtsWhat I felt at the King verdict and its af- We need, however, to build analysis, prac-termath was all too familiar. Author of many books, including I May Not Get There with You: The True Martin Luther King
Jr., and a frequent radio, television, and print media commentator, Dyson spoke at length about King's legacy during a 2001 inter- view with Frank A. The other, Jesus Negro men and young boys; if you were to ob- Christ, was an extremist for love, truth and serve them, as they did on two occasions, refuse goodness, and thereby rose above his
environ- to give us food because we wanted to sing our ment. As Stacy answered these questions, she began to form an opinion about her topic. The journey would take years and retrieve many things: first among them the name of the bird I had watched and didn't know—an escaped parrot that didn't "belong" in Kansas. Eliot has said: "The nameless
streets of the South. Col-lege admission is important—and so too is college completion. What they all had in common was that none of them were graded or judged. 10 PART 1 ENTERING THE CONVERSATIONRhetorical SituationProtests are common responses to political exigencies. Identifying and Shaping Reasons to Write | The photograph
determine the available means of persuasion being used by the prosecution and the defense. Add a review and share your thoughts with other readers. It is expressed in the various black na- outlet of nonviolent direct action. One award-winning author cannot recall a time when she wasn't writing: Image not available due to copyright restrictions
 Before I could write what might be called human words in the English lan- quage, I eagerly emulated grown-ups' handwriting in pencil scribbles. In other words, what exigence does King respond to? Four simple parts each have a clear purpose and organization. Where is technology being used? Think of persuasion as a coming together, a meeting of
the minds. In hisblog (or Web log, an interactive online journal), he may have found the bestavailable means for exploiting the resources of electronic communication, es-pecially given the blog's various links to relevant news updates, articles, Websites, official campaign entries, reader comments, and even video clips, such as YouTube's clip of the
governor's appearance on Jon Stewart's The Daily Show. Richardson's choice, influenced by various resources and constraints. But it was also a political choice, influenced by various resources and constraints. But it was also a political choice, influenced by various resources and constraints. But it was also a political choice, influenced by various resources and constraints. But it was also a political choice, influenced by various resources and constraints. But it was also a political choice, influenced by various resources and constraints. But it was also a political choice, influenced by various resources and constraints. But it was also a political choice, influenced by various resources and constraints. But it was also a political choice, influenced by various resources and constraints. But it was also a political choice, influenced by various resources and constraints. But it was also a political choice, influenced by various resources and constraints. But it was also a political choice, influenced by various resources and constraints. But it was also a political choice, influenced by various resources and constraints. But it was also a political choice, influenced by various resources and constraints. But it was also a political choice, influenced by various resources and constraints. But it was also a political choice, influenced by various resources and constraints. But it was also a political choice, influenced by various resources and constraints. But it was also a political choice, influenced by various resources and constraints. But it was also a political choice, influenced by various resources and constraints. But it was also a political choice, influenced by various resources and choice, inf
 thirty years ago. Is this an exigence that can be modified through discourse? If you were writing an essay about a remarkable person, whom would you choose to write about? Rather, the genre developed in this way in response to common rhetorical situations. Depending on the problem, responses in different media may reach and satisfy the
rhetorical audience. When you submit a piece of writing to your instructor, what kind of response do you like most to receive (other than praise, of course)? Chapter 1 stressed the importance of identifying the elements of a rhetorical situation (exigence, purpose, sender, message, receiver, and context). How does the essay resolve the exigence?
Where did your Christ come from? In what ways are you considered capable of being influenced by dis- course? It might require a number of phone calls to match up "Santa Fe Blonde" and "Ojitos Bonitos" from the personal ads with the partner of their dreams. 72 PART 1 ENTERING THE CONVERSATIONPlanning involves exploration. Students
 willxii PREFACElearn to see research assignments not as a set of rules and requirements but asan effective way of responding to certain rhetorical exigencies. Benefits of Using The Harbrace Guide to Writing. Be prepared to share your
graphical or verbal narrative with the rest of the class and to explain it in terms of the elements of the pentad in terms of the pentad 
response with the rest of the class. 2. Consider a trial being held in your own town (a case involving murder, em- bezzlement, theft, assault, or arson, for example). Its pur- highest priorities.pose: to launch a robust national dialogue on the vital issues of accessibility, affordability, So, I ask: In our changing. What might such an exigence be?
continued CHAPTER 2 IDENTIFYING A FITTING RESPONSE 41Rhetorical Situation An Action Plan for Higher Education (continued) Believe it or not, we can't answer these ba- I realize after what I've just said, commence- sic questions. Is this response delivered in an appropriate medium and genre that reach its intended audience? In short, they
know that successfulcommunication takes time and effort—and often more than one draft. You use it as you read course syllabi and assign-ments, the directions for hooking up your stereo system, and your mail, as wellas emails, newsgroup postings, and instant messages. King felt that we and methodology. For Aristotle, and all of the rhetorical
 thinkers who have followed, observation is primary. Before rhetors do or say something, they need to observe, to take the time tofigure out what kind of rhetorical situation they're entering. Consider reports that you have seen or read:book reports, status reports, or even articles in ConsumerReports. of persuasion The last phrase in
RHETORICAL SITUATION 21Rhetorical Situation You are targeted as a rhetorical audience by many businesses. scrap the system and start over with one that's more user-friendly and effective. We know higher education is the key to our children's future. Not from the standpoint of the parents, and taxpayers who foot the bill?government, but from
that of consumers, em-ployers, and academics. Rosalyn Collings-Eves, Susan Miller-Cochran, William Carpenter, Scott Wible, Dawn Hubbell-Staeble, and Amy Azul—all amazing instructors—have worked extremely hard to provide first-rate instructional support materials (available to you as Instructor's Flexfiles). audience may be able to act on the
 message to resolve the exigence; therefore, the audience may be able to help the rhetor achieve his or her rhetorical purpose. ["Intellect," somebody whispers.] That's it, honey. world hasand accountability. | Recognizing an Exigence | Writing most often begins with an exigence, a reason to write, as you learned in chapter 1. The exigence may be as
 obvious as a due date for a written assignment, or it might be more subtle—a tug on you to respond. Compile the details of a wife's daily life and de-scribe the writer's feelings about a husband's expectations; then write one sentence that conveys Brady's main argument. As T. As his 1963 "Letter from Birmingham Jail" indicates, King also
believed that discourse could be used to influence a rhetorical audience, explaining a situ-ation to them until they agreed to be agents of change or to influence those who could make change. When you consider "the available means," you evaluate the possible methods of communication you might use. You want to choose the one that will best accommon to the means, and the change or to influence a rhetorical audience, explaining a situ-ation to them until they agreed to be agents of change or to influence those who could make change. When you consider "the available means," you evaluate the possible methods of communication you might use. You want to choose the one that will best accommon to the means, and the change or to influence a rhetorical audience, explaining a situ-ation to the means, and the change of the change
plish your purpose. She needed to try a new tack. But your statement, I from the dark depths of prejudice and racism am sorry to say, fails to express a similar con- to the majestic heights of understanding and cern for the conditions that brought about the brotherhood. However, if your professor expects you to submit a three-page essay recounting
your experiences with technology (a technology autobiography), you cannot announce that you'd rather "tell her" your story. The meaning of this wedding announcement, like the meaning of this wedding announcement and the meaning of the meaning of the meaning of the m
topic be- cause your teacher has asked you to. The problem he had identified was that peopleknew nothing about important North American birds. If you're familiar with the Web site myspace.com, for example, you'll im-mediately see the ways it has been designed to present tantalizing exigencies. Not every visitor to this site will want to respond to
any of the individuals fea-tured under "Cool New People," but some will. towers and putting information at the finger- tips of students and families. As you think back on your earliest memories of writing (whether it was scrib- bling, printing, drawing, or cursive), keep in mind the process of writing that you practiced then. But on a more urgent level is
the attemptto galvanize the support of the American public in terms of the government's influence on education. Like a boil that can never happened to the American Negro. You apply this knowl- edge every time you stand in front of a large display of greeting cards and spend what seems like more time choosing "just the right" card than you spent
choosing the gift. You consider each visual and each greeting, considering and rejecting cards in rapid succession until you find the one that best suits your rhetorical audience, the person who can be influ- enced by the discourse of your selection. Instructors can use this textbook in the order it's arranged or skip around. CHAPTER 3 WORKING WITH
YOUR AVAILABLE MEANS 73Rhetorical Situation In addition to writing journal entries to explore your topic, you might also use your journal to write out what you understand about your course assign- ments, along with your reactions to your reactions to your reactions to your reactions to your formula to write out what you understand about your course assign- ments, along with your reactions to your reactions to your formula to write out what you understand about your course assign- ments, along with your reactions to your formula to write out what you understand about your formula to write out what you understand about your course assign- ments, along with your reactions to your formula to write out what you understand about your formula to write out what you understand about your formula to write out what you understand about your formula to write out what you understand about your formula to write out what you understand about your formula to write out what you understand about your formula to write out what you understand about your formula to write out what you understand about your formula to write out what you understand about your formula to write out what you understand about your formula to write out what you understand about your formula to write out what your formula to wr
good writ-ers move through a general, three-step writing process: planning, drafting, and revising. For instance, technologyhelps me write a research my topic so much faster by first consulting the online catalogues, instead of going to the library and getting lost in the stacks. Whether
 he rules that Judge Joe Brown: a rhetorical audience. Would you need to change the medium in which you plan to deliver your response? Some students are using it to advance their educations; others are using it to subvert it (like downloading essays and cheating schemes). In addition to the rhetorical appeals and the use of evidence or
 authority, conventions of style constitute yet another aspect of the available means. Truth's 1851 speech circulated in at least four versions, all of them recorded by whitepeople, all of them resorting to some version of dialect. The most prominent useof dialect is the word ain't, but it's not the only one. 12 PART 1 ENTERING THE
CONVERSATIONRhetorical SituationA personal ad represents a social exigence in need of a response. Whether they support it or not, U.S. citizens tend to equate the wisdom of the war with the character of President George W. and planning involves organization 78. If Susan Orlean's purpose is to find the extraordinary in the ordinary, what is the
 exigence for her essay? Because elements of the commission's rhe-torical situation were similar enough to those of other situations to whichreports are suited, the commission's audience had an expectation that are port—not streaming video, a blog entry, or a memoir—would be the chosengenre.. 37Rhetorical Situation What is a fitting response?
Compare your responses to questions 1 and 2 with those of two classmates. I Knowing that the purpose depends also on the audience; Who is the audience; Who is the audience, you carefully consider the composition of that audience and disposition of that audience.
its social, political, and economic resources to enable social revo- King's social activism grew from his ex- lution and to ameliorate the plight of the poor.tensive grasp of the black pressing God's identity on the human psychereligious tradition. The
following three chapters define rhetoric and the rhetoric and the rhetorical situation and show you howsuch situation shape the writing process. How might you more profitably respond? They grab the notebook, scribble down their idea, and sleep soundly, no longer worried that they'll forget the idea. And that they feel comfortable, who makes sure that I want a wife
who understands that my sexual they are passed the needs may entail more than strict adherence to hors d'oeuvres, that they are offered a second monogamy. Then, when I actually start writing, the process is made easierthrough referencing certain Web sites that I can't live without. And for authority, Truth wisely went
straight to the Bible, the ultimateauthority for all her listeners, whether they were Northern or Southern, black orwhite, male or female, educated or uneducated. Rhetors must askthemselves: "Who am I speaking to? Fortunately, we also live in a world of resolution and possibility, often con-tingent on the appropriate words being delivered to the
appropriate person. Thus, more than ever before, we need to learn how to use language ethically, effectively, and appropriately to address and ultimately resolve conflict—allow-ing us to move ahead together and make our world a better place. the marriage. English 202 and Phil 197: used ANGEL's online forums. If the price discrepancy catches you
attention—so much so that you want to enter the rhetorical situ-ation—then that's your exigence. During Eid-al-Fitr, the celebratory feast after Ramadan, your brothers and father resume their ongoing argument about the political situation in the Middle East. How do you know who comprises the audience in each case? 52 Planning involves
exploration. Nearly epic in memory, that day began my journey, though I didn't know it then. At the movie theater, you might find yourself wanting to speak to the manager when you see the sorry state of the restrooms. One ing place. If you and a good friend have had an argument, you might not want to put your feelings into writing; it might be
better if you simply pick up the telephone and say, "I'm sorry." If you're attending a funeral, you'll want to offer your condolences directly to the bereaved, even if you're attending a funeral, you'll want to offer your condolences directly to the bereaved, even if you're attending a funeral, you'll want to offer your condolences directly to the bereaved, even if you're attending a funeral, you'll want to offer your condolences directly to the bereaved, even if you're attending a funeral, you'll want to offer your condolences directly to the bereaved, even if you're attending a funeral, you'll want to offer your condolences directly to the bereaved, even if you're attending a funeral, you'll want to offer your condolences directly to the bereaved, even if you're attending a funeral, you'll want to offer your condolences directly to the bereaved, even if you're attending a funeral, you'll want to offer your condolences directly to the bereaved, even if you're attending a funeral, you'll want to offer your condolences directly to the bereaved, even if you're attending a funeral, you'll want to offer your condolences directly to the bereaved, even if you're attending a funeral, you'll want to offer your condolences directly to the bereaved, even if you're attending a funeral want to offer your condolences directly to the bereaved and you're attending to the property of the property of
simply have it sent to me throughinterlibrary loan. and I know other parents do too! There are far too many Americans who As the Commission noted, the entire finan- want to go to college but can't—either because cial aid system is in urgent need of reform. Part 2 consists of six writing projects, from which the bulk of students' assignments can be
chosen. On its site, the group mentions specific means: coalitions, leadershiptraining for community-based efforts, public education and media, and publicpolicy initiatives—all of which can be realized through print, oral, visual, and electronic means of delivery. Provide specific examples from the letter.4. Account for the specific ways in which King's
rhetorical audience could be capable of effecting change or of influencing others who could make change. 5. Do you consider King's letter to be a fitting response to the rhetorical situation? Your college library has just sent you a letter fining you for several overdue books, all of which you returned several weeks ago. Shape an argument, even if it's
one you don't agree with? Reading a letter for rhetorical audience and purpose Racism has long been anexigence in the United States, appearing most boldly in language that diminishesothers. What? higher education kept pace? How did you go about exploring possible responses? What opinions do they hold? Will we be their teeth into unarmed,
nonviolent Negroes. How would you like them to be influenced or changed? Is the response either verbal or visual discourse? Also identify the means of communication you used: handwriting or word processing, sent through the mail or electronically (email or text messaging). This chapter features anexample of student writing, from the initial idea to
the final draft. 38. Recognizing and Analyzing the Rhetorical SituationYou encounter rhetoric—and rhetorical situations—throughout every day, from theminute you turn on the morning news to the moment you close your textbook andturn off the light. To develop your skills of persuasion, you need to be able to recog-nize the elements of rhetorical
situations and gauge your rhetoric accordingly. CHAPTER 1 UNDERSTANDING THE RHETORICAL SITUATION 5Rhetorical situation A rhetorical situation is the context a rhetor enters in order to shape an effective message that can serve as
the basis for your thesis statement. Some questions or topics pique your interest; others do not. Look again at Smith's final sentence: "It's time for all the white peoplewho say they're committed to freedom to figure out what useful antiracist CHAPTER 2 IDENTIFYING A FITTING RESPONSE 49Rhetorical Situation organizing is and to put it into
practice." That sentence, the last one in her fitting response, opens up another rhetorical exigence that invites yet another response. Consider your class, including your instructor. And one inventive rhetor went so far
as to hire a skywriter, posting a message that spoke for and to millions of Americans: "We miss you." Each of these rhetors chose a different physical means of delivering a message. Michael Bérubé is writing to an audience of general readers, not the academic audience for whom he regularly writes. Was his the only fitting response? Over the past
few years I have consistently still fewer have the vision to see that injustice preached that nonviolence demands that the must be rooted out by strong, persistent and means we use must be as pure as the ends we determined action. I can assure you that it would have Rhetorical Situationenables them to face jeering and hostile mobs, been much
shorter if I had been writing fromand with the agonizing loneliness that character- a comfortable desk, but what else can one doizes the life of the pioneer. They will be old, op- when he is alone in a narrow jail cell, otherpressed, battered Negro women, symbolized in than write long letters, think long thoughts and a seventy-two-year-old woman in
Montgomery, pray long prayers? Alabama, who rose up with a sense of dignityand with her people decided not to ride segre- If I have said anything in this letter thatgated buses, and who responded with ungram- overstates the truth and indicates an unreason-matical profundity to one who inquired about able impatience, I beg you to forgive me. After
all, not every person is capable of being influencedby the discourse and bringing about change or influencing those who can make change. List two things a classmate wrote that made you rethink your own answers. using a catalog of available means . the newest one. In fact, the site argues for the importance of its existencenot only by recounting
specific evidence and leveraging the rhetorical appealsof pathos and logos but also by sending the reader to relevant links to find outhow to take further action. Think back on your writing experiences—academic and otherwise—and try to recall a fitting response you've received. 11 What is a fitting response? And those who do graduate often aren't
pre- pared for college. The importantpoint to remember is this: you're probably already pretty good at using rhetoric. So let's build on what you know—and go from there. Image not available due to copyright restrictions Understanding the 1Rhetorical Situation | Rhetorical Si
determining which genre is appropriate toyour rhetorical situation: Consider who else has been faced with a similar rhetorical situation and what genre(s) they used in response. You might remember hearing about the Rodney King verdict: the LosAngeles police officers who had beaten King for 19 seconds—recorded on an81-second videotape—
were initially exonerated. What made it fitting? If you choose to say something about the discrepancy, you'll haveto decide on your purpose, the type of message you want to send, how to send it, and to whom. You'll also need to take into consideration the constraints on yourmessage: perhaps the advertised car had higher mileage than the one on
thedealer's lot, or perhaps the advertised price had a time limit. Often, a rhetor quickly recognizes the inherent exigence of the rhetori- cal situation; it may be as obvious as a teacher's question. No two situations are everexactly the same. Becausethese documents didn't please every U.S. citizen, they created another rhe-torical problem, one that
would need to be changed by yet another fittingresponse. You've just received an email from a guy you met at summer camp several years ago, and you want to catch up with him. Or you can jot down all your ideas at one sitting, a kind of listing oftenreferred to as brainstorming. In terms of the three constituents of available means, describe how you met at summer camp several years ago, and you want to catch up with him. Or you can jot down all your ideas at one sitting, a kind of listing oftenreferred to as brainstorming. In terms of the three constituents of available means, describe how you met at summer camp several years ago, and you want to catch up with him.
usually respond. With arson, looting, and fighting, the riots spread throughout South Central Los Angeles and to several other cities, as far away as Atlanta, Geor- gia. Knowing that he couldn'tundo the extinction of the Carolina parakeet (shown on the opposite page), heconcentrated instead on making "certain that we never again forget this
species nor the others" of which he writes. Does this response successfully satisfy the intended audience? So Barnes & Noble sent this email message to people who had purchased other Harry Potter books or calendars, notebooks, and so on, anticipating that they would be receptive to the tradition of arriving at a store hours ahead of time ("Join us
... as you count down the final moments to Harry's ar- rival!"). In each of the four parts, The Harbrace Guide toWriting translates rhetoricaltheory into easy-to-follow (and easy-to-follow (and easy-to-follow that help sharpen theability to observe—to observe what words, assertions, or opinions might workbest with a particular audience in a specific situation.
context, including constraints . is delivered in a medium and genre that reach Judy Brady, "Why I Want a Wife" 15The power of exigence 17 the audience . For example, youmight focus on the author's declared goal—if there is one—and whether it has been achieved. You might speak to how successfully the author has identified the rhetori-cal audience
shaped a fitting response, or employed the best available means. Although she thinks sheshould spend more time in the library to see what she might discover there, she rarely goes. Enim praesentium magni delectus cum, tempore deserunt aliquid quaerat culpa nemo veritatis, iste adipisci excepturi consectetur doloribus aliquam accusantium beatae
The Harbrace Guide to Writingconcise edition Cheryl GlennThe Pennsylvania State UniversityAustralia • Brazil • Japan • Korea • Mexico • Singapore • Spain • United Kingdom • United StatesThe Harbrace Guide to Writing, © 2009 Wadsworth Cengage LearningConcise Edition ALL RIGHTS RESERVED. The Internal Revenue Service is charging you
$2,000 in back taxes, as- serting that you neglected to declare the income from your summer job. Rhetorical Situation English 202: used chat room discussion to analyze Internet communicationas it relates to literacy. What part(s) of your writing process do you most enjoy? When King sent the following letter (excerpted here), he believed that itwas a
fitting response to the moderate white clergymen who had issued a publicstatement criticizing King's nonviolent civil disobedience. In this case, Rosalyn Marie Collings and Daniel Jacob Eves were married, which created an exigence. Then—she's off and running about how the use of technology affects her life as an English major. 83Analyzing the
Rhetorical Situation 63 A writer evaluates and rethinks a draft . What stylistic choices does Orlean make that enhance her response as a fitting one? Chances are you may not know very many people, if anyone, in your writing class. CHAPTER 3 WORKING WITH YOUR AVAILABLE MEANS 77Rhetorical Situation 

Locate one or more examples to
 identify common characteristics of a genre, such as the kind of language used (formal or informal, for example), where and how it is presented. Those resourcesand constraints include whatever else has already been said on the subject; when, where
and through what medium the transaction between writer and adelivery. Their message in terms of the me
of the couple. I think that 'twixt the Negroes of the South and the women of the North, all talk- ing about rights, the white men will be in a fix pretty soon. This fact is obvious, butyou may not know why a response syou're "reading" create an
exigence you want to respond to. Youmay, for example, feel a strong urge to respond to "Why I Want a Wife" or to thelogo-laden version of the U.S. flag. Whether your response is spoken, written, or composed visually, its power lies in your understanding of the exigence. The power of exigence Unless you perceive an exigence, you cannot respond. In
what ways did it fit the problem, get delivered in an appropriate medium and genre, and successfully satisfy the intended audience? You need to required for your field of study but is already full. The decision to engage Rhetorical situations may call for your attention, as when you receive a wed-ding
announcement, or they may arise from your interpretation of some event. For instance, if you're in the market for a new car, you might be tantalized byan advertised price is different. difficult to do so and still make ends meet. continued CHAPTER 1
UNDERSTANDING THE RHETORICAL SITUATION 29Rhetorical Situation Excerpt from Letter from Birmingham Iail (continued) before I make a butchery of my conscience." Before closing I feel impelled to mention And Abraham Lincoln: "This nation cannot one other point in your statement that has survive half slave and half free." And Thomas
troubled me profoundly. is anchored to the rhetor's place . You're quickly losing interest in attending the games. and objective appraisal, so must we see the need for nonviolent gadflies to create the kind You deplore the demonstrations taking of tension in society that will help men rise place in Birmingham. your message—spoken or written words
prose or poetry, original or borrowed visuals—is up to you. Advantages Information fast and convenient online catalogues eBay's First Edition or Rare Books page online concordances databases Communication ANGEL online forums new forms of interaction chat rooms II. They are every-where—as pervasive as the air we breathe—and play an
herinstructor had already determined that fitting responses would take the form ofan academic essay. A responsible rhetor cannot do or expect more. Then that little man in black there, he says women can't have as much rights as men, 'cause Christ wasn't a woman! Where did your Christ come from? But as you'll learn in this book, rhetoricand
rhetorical situations are not negative and not manipulative. Compare Add more to compare Added Item on Backorder Please be aware that the title you are purchasing is on backorder. CHAPTER 1 UNDERSTANDING THE RHETORICAL SITUATION 19Rhetorical Situation Web sites such as this one for missing persons try to create an exigence to
 which viewers want to respond. As you look back on it, what were the elements of that rhetorical situation? The second distinguishing characteristic of a rhetorical exigence is that the right tovote, the couple who were arguing, the individuals who advertised for a
partner—all believed that their problems could be resolved. Add a review and share your thoughts with one or two classmates, compare your answers from ques- tion 1 and write a joint account of the visual and verbal details of
the strip and its overall impact. 3. What is the exigence for the comic strip? A speaker in Truth's position had to devote most of her words to establishing her ethos: after all, she needed to be heard and believed as the black woman she was. He is the best proofreader I've ever known—and the youngest, and includes the rhetorical elements of the
message itselfWhen a rhetor considers the available means for sending a purposeful message to a particular audience, he or she considers the rhetorical elements of the message. Because human beings are not persuaded to believe or act in a certain way basedon facts alone, because we don't believe only that which can be proved, rhetorsuse
rhetorical appeals, which arose from the truly human nature of persuasion. These three persuasive strategies are ethos, the emotional appeal of the rhetor's credi-bility and trustworthiness; logos, the logical appeal of the rhetor's feelings (within
a reasonable limit). The use of these appeals is reliably balanced in most successful messages, for to exaggerate any one of these appeals istorisk losing the audience and thereby failing to achieve the rhetorical purpose. Many successful messages emphasize each of these appeals is reliably balanced in most successful messages, for to exaggerate any one of these appeals is reliably balanced in most successful messages, for to exaggerate any one of these appeals is reliably balanced in most successful messages, for to exaggerate any one of these appeals is reliably balanced in most successful messages, for to exaggerate any one of these appeals is reliably balanced in most successful messages.
Analyzing the Rhetorical Situation 1. What would that person have his or her rhetorical audience (your readers or listeners) with words or images, nor does he push for winning an argument. Prepare to discuss your answer with
the rest of the class. Now that you can identify these elements, you can begin evaluating the wide range of possible responses you can offer. What is the place (physical, social, academic, and/or economic) from which he creates and sends his message? What would be your purpose? The HarbraceGuide to Writing distinguishes itself from all the other
comprehensive writingguides on the market by its sustained focus on the rhetorical situation and onthe specific rhetorical situation. Not all students have Internet access in their apartments; others may not know all the
online research techniques that I know. The delegates at the 1848 Seneca Falls Convention de- manded that women be permitted to speak in public without the ill grace of 54 PART 1 ENTERING THE CONVERSATION their audience. Still, we can all improve, especially when we become more aware of the choices we're making and the effects of those
choices. Who is your audience for these different kinds of writing? More than 40 states already have a system like this in place, but that's 40 islands unto We, at the federal level, can do our part, too. In what ways was it an appropriate response to the problem you identified? Your task is to select and then analyze a written or visual text, one that
appears to be a fitting response. You can choose from the texts presented in this or the pre- vious chapter or find something else in print or online. What you are looking for is a piece of writing or a visual produced by a person or group with a vested interest in the effect of the words or image. Because they were responding to the controlling exigence
of a rhetorical situation, the AAC&U authors came up with a fitting response, but not theonly possible one. Whether their response can be considered the best—or not—depends on the occasion, the audience, the purpose, the constitution of the writ-ing committee, and so on. Be prepared to share your answers with the rest of the class. Intended
receivers will know that the marriage took place in Utah, the home of both families, and that the couple are graduate students in Pennsylvania, where many of their friends live. During the drafting stage you begin weighing more heavily all the elements of the rhetorical situation (see chapter 1). Be sure to explain what you mean by "idealistic reasons'
and "national interests." Remember to support your argument with relevant historical details. The Negro has many pent-up re-is a force of complacency, made up in part of sentments and latent frustrations, and he mustNegroes who, as a result of long years of op- release them. I am thankful, however, that seek. In order to achieve this influence,
you'llneed to keep in mind the nature of your audience (their control, power, and status) and their disposition (sympathetic or unsympathetic to, opposed to or infavor of your message). (In a later trial, the twoofficers who had struck King were found guilty and served time in prison.) Commentators, news analysts, and race-relations experts rushed to
theairwaves, the printed page, and cyberspace to provide what they thought were stituation, the exigence, and how you addressed it. A system so The Commission drew a similar conclusion intrinsically linked to the future success of our In their words, ". 40 PART 1 ENTERING THE CONVERSATIONThe
reality is no matter the costs, the I, too, experienced the confusion and frus- Rhetorical Situation wealthy can pay. King believed that power obsessed with making the gospel of Jesus comeexercised without nation's cities, especially
among the broke andpower and love was weak because it was brokenhearted. pressed forever. If not, explain how the assignment could be rewritten in such a way that you would feel an authentic reason to write. Is this response delivered in a medium and genre that reach its intended audience? Theforwards his or her purpose. What exigence is part
of your life right now? College instructors, high school teachers, students, and it is even in a final comment. Do you like your instructor to correct mechanical errors for you, point them out, or allude to them in a final comment? And I want a wife If, by
chance, I find another person more who knows that sometimes I need a night out suitable as a wife than the wife I already have, I by myself. But for low-income, mostly tration many parents face with the college se-minority students, college is becoming virtu- lection process. Write for a few minutes, describing the situation, the problem as you see it,
and the specific (or nonspecific) exigence. The audience forthis ad consists of people who appreciate A magazine advertisement has a particularSaabs and perhaps admire (or even envy) rhetorical audience. Saab owners. All examples of this genre employ formal language, a serious tone, and careful documentation of research to reach their goal of
conveying information, context, including constraints, . As you read this textbook and attend class, are you getting any ideas for an exigence that you think your instructor should address? You'll want to deliver your message in a way that seems most appropriate. And now thistionalist groups that are springing up across the approach is being termed
extremist.nation, the largest and best-known being ElijahMuhammad's Muslim movement. Students from campuses across thecountry have been inspired by those prompts, and I thank them for allowingme to share their individual responses with you: Anna Seitz, Matthew Glasgow, PREFACE xvKelly McNeil, Adair Rispoli, Rupali Kumar, Alexis
Walker, Courtney Mullen, Matthew Marusak, and Bethanie Orban. In other words, where and how does the author employ the rhetorical appeals of ethos, pathos, 66 PART 1 ENTERING THE CONVERSATION and logos? Often referred to as the dramatistic appeals of ethos, pathos, 66 PART 1 ENTERING THE CONVERSATION and logos? Often referred to as the dramatistic appeals of ethos, pathos, 66 PART 1 ENTERING THE CONVERSATION and logos? Often referred to as the dramatistic appeals of ethos, pathos, 66 PART 1 ENTERING THE CONVERSATION and logos? Often referred to as the dramatistic appeals of ethos, pathos, 66 PART 1 ENTERING THE CONVERSATION and logos? Often referred to as the dramatistic appeals of ethos, pathos, 66 PART 1 ENTERING THE CONVERSATION and logos? Often referred to as the dramatistic appeals of ethos, pathos, 66 PART 1 ENTERING THE CONVERSATION and logos? Often referred to as the dramatistic appeals of ethos, pathos, 66 PART 1 ENTERING THE CONVERSATION and logos? Often referred to as the dramatistic appeals of ethos, pathos, 66 PART 1 ENTERING THE CONVERSATION and logos?
purpose. 373Exigence and the Research Question 368 Research and Purpose 373viii CONTENTSResearch and Responding to Sources 403 Resources 375 Reading with Your Audience and Purpose in Mind 40415 Research in the Library and Online 377 Keeping a
 Research Log 404 Summarizing 405Sources for Research 378 Using function statements 405Books 378 William Lutz, "Doubts about Doublespeak" 406Periodicals 378 Clustering and ordering 409Online and audiovisual sources 379 Partial summaries 410Wait a Minute. That's able and attainable for more Americans. Bush. Activities, exercises, and
journal-writing prompts are provided for each class meeting, along with suggested goals, materials for instructors to review, and so on. What exigence might you create or perceive in order to shape a fitting response? The spoken word is sometimes most appropriate. How did I come to be reliant on technology (again, the purpose)? As Stacy answered
these questions, she realized that she conducts most of herresearch and does most of her writing in her bedroom. Those who are not educated, don't have access to computers and books, cannot read and write well, and don't speak publicly (whether their speaking is at a podium, over a telephone, or on the radio) simply don't have access to as many
means of persuasion as those who have such opportunities. Nonviolent direct action seeks to goal you seek, but I cannot agree with your create such a crisis and foster such a tension methods of direct action"; who paternalisti- that a community which has constantly refused cally believes he can set the timetable for an- to negotiate is forced to
confront the issue. Your instructor's classroom presentations and activities are another available means. What do you hope to achieve? The Purposeful use of language and Images |Rhetoric is the purposeful use of language and images. Still, most experienced writers use some variation of thegeneral writing process that we'll review in the rest of
this chapter. What's that got to do with women's rights or Negro's rights? When was the last time you felt compelled to write to someone? King initially desired to appeal to the work of philosophical theologians who the white conscience to effect racial progress, advocated personalism, like Henry Nelson but later he contended that social change
mustWieman, into principles that ordinary people be forced in more dramatic fashion. | Using the Available means of Persuasion | In chapter 1, you learned that Aristotle defined rhetoric as "the faculty of ob- serving in any given situation the available means of persuasion." When you consider the available means, you think about the possible methods
of commu- 50 PART 1 ENTERING THE CONVERSATIONRhetorical SituationCave painting in Lascaux, France. Choose one of these features that is problematic for you and identify the means available to you for resolving that problem.
paved by his father and whose political decisions are masterminded by others. Some responses may seem to youmore fitting than others, but you may not know exactly why that is the case. Next, you'll read closely several responses to the 1992 Rodney King verdict anddetermine which meet the criteria for a fitting response. In qual-cost of health
care?ity, diversity, and character, it's the envy of theworld. College student Cindy Song disappeared on Halloween 2001. If you write three pages a week for ajournal or as part of your online class discussion, you may not be able to lifta ready-to-submit essay directly from your work, but you will have accumulated a pool of ideas from which to draw. In
fact, most people log on to chat rooms in order to locate a topic or a person whose pres- ence creates an exigence. You might participate in chat rooms that discuss nov- els because you have guestions about them or wonder what other readers are thinking (The DaVinci Code, for example, is the focus of several elaborate Web sites that include chat
rooms). You might enter a chat room to share your views on the 2007 World Series, the movie Juno, or games such as World of Warcraft. It's largely focused on inputs, more on of it we neither envision, nor want, a national sys- how many books are in a college library than on tem of higher education. If you thinkthe flag image is illustrating the
 "problem" ofcapitalism or the power of corporations in the United States, then you are considering it asa response to an exigence online If you've ever participated in an online chat room, you already know how people in that context recognize or shape exigencies to which to respond. Perhaps the best way to make writing a pleasurable
activity is to build on what you already do well and enjoy as you write. that my personal things are kept in their proper place so that I need it. How and why did the act, actor, scene, and agency come together? Considered this way, the relationship be-tween technology and
learning began to take Rhetorician and philosopher Kenneth Burke.on more definite meaning for Stacy: What is the relationship between using technology (the act)? Teachers, students, librarians--everyone on campus, it seems. Youmight have a thesaurus, dictionary, and handbook in a stack nearby—maybeone of your
special notebooks, too, so that you can work in some of your favor-ite phrases or thoughts. 53. It might take a visual and words—in the formof aYahoo! e-greeting—to bring an arguing couple back together. Her remarks serve as a direct response Rhetorical Situation to the rhetorical exigence, a nation's anxiety about the future of
postsecondaryeducation. Margaret SpellingsAn Action Plan for Higher Education what surprised you about their answers? By the end of the riot-One response to the Rodney King verdict. Be prepared to share your answers
with the rest of the class. 2. As you reconsider the legacy of Martin Luther King, Jr., work with one or two other classmates to consider someone with influence in your school or com- munity (whether in politics, education, sports, medicine, or the arts) in terms of an exigence he or she has addressed. Consider the following excerpts from a speech given
at the 1851 Women's Rights Convention in Akron, Ohio.
02.11.2016 · Examples: the class's hours Mr. Jones' golf clubs The canvas's size Texas' weather. Another widely used technique, the one we favor, is to write the word as we would write Mr. Hastings' pen with no added s. 23.07.2021 · If
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Community - thank you for all the wonderful photos you have taken over the years. We have now placed Twitpic in an archived state. 02.11.2016 · Examples: the class's hours Mr. Jones' golf clubs The canvas's size Texas' weather. Another widely used technique, the one we favor, is to write the word as we would speak it. For example, since most people saying "Mr. Hastings' pen" would not pronounce an added s, we would write Mr. Hastings' pen with no added s. 23.07.2021 · If you need assistance with writing your essay, our professional essay writing service is here to help! ... Wilde, Oscar, "The Importance of Being Earnest." The Harbrace Anthology of Literature. Eds. Jon C.Stott,

Raymond E. Jones, and Rick Bowers. 4th ed. Toronto, ON: Nelson, 2006. 527- 575. ... Free resources to assist you with your ...

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