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Nothing you learn in college will prove to be more important to you than the ability to create an effective argument.

As a student you are already aware that campus life is itself filled with arguments. There are hot-button public issues that engage the academic community—how to deal with binge drinking, for example, or make the university more environmentally sustainable, or improve campus housing or study-abroad opportunities. Meanwhile, in the classroom and in research programs, you and your peers will present arguments on current controversies such as climate change and economic policy as well as on scholarly topics such as the structure of the human brain, the cultural achievements of ancient Egypt, or the means of determining the material composition of the planet Mercury.

After college, you will continue to need to communicate effectively your ideas and points of view. Your livelihood and your successful engagement in the life of your community will depend on it. Sometimes, as a citizen, you will be moved to register your views on how to improve your local school system or enhance local development; or as a member of a neighborhood group or a civic organization, you will be suggesting ways of making a positive difference. And certainly in the workplace you will often be making arguments to support your recommendations and to refute the flawed recommendations of others.

What This Book Offers You

For a number of years, we have studied arguments, taught students how to argue, and listened to others talk and write about the art of persuasion. Although there is no simple recipe for cooking up effective arguments (for changing people’s minds is not easy), we’ve discovered there are definite strategies and tactics that writers can rely on in any situation to ensure that their ideas are considered seriously. However, we also know that regardless of the value of its content, a text will be ineffective if it cannot present its ideas in a way that is engaging, easy to use, and comprehensive. It has been our aim to create such a text in Good Reasons with Contemporary Arguments.

Lively, nontechnical language. We’ve pointedly avoided technical jargon in order to explain concepts and techniques as clearly as possible. Explanations, examples, captions, and exercises are all written with the goal of keeping language straightforward and accessible.

Emphasis on attractive design and visual arguments. Good Reasons with Contemporary Arguments is notable for its attention to visual as well as verbal arguments. In addition, the book itself demonstrates the value of visual argument in its attractive design that is liberally illustrated with graphics, photos, and other visuals.

Annotated student writing samples and numerous other examples. In line with our philosophy of showing rather than telling, chapters covering types of arguments include annotated student essays as well as annotated professional essays illustrating six basic types of arguments: definition, causal, evaluation, narrative, rebuttal, and proposal arguments.

Fresh, timely readings—including academic readings—on current issues. These readings demonstrate how complex conversations develop around important issues of interest to students today. Readings span a wide range of material from canonical essays to contemporary journal articles. We’ve also taken care to select readings that give different points of view on an issue.
New to This Edition

- New emphasis on inquiry as an important aspect of argument throughout Parts 1–3
- More than 40 new professional readings in Part 6, including new selections by Bill McKibben, Hanna Rosin, Elizabeth Royte, Nicholas Carr, Clay Shirky, Maria Konnikova, George Will, and many others
- New Chapter 23, “City Life,” with readings that discuss green spaces in cities, smart cities, walkable cities, the urban farming movement, and how cities can be designed to better accommodate the diverse people who live in them
- Deeply revised Chapter 26, “Regulating Bodies, Regulating Substances” with selections that explore topics as diverse as the use of laptops in classrooms, legalizing marijuana, smoking, and drinking on college campuses
- Deeply revised Chapter 27, now called “Brave New Gadgets,” with readings that raise questions about the ways that technology is shaping our culture, invading our privacy, and making us both smarter and dumber
- A new “Issue in Focus” case study about sustainability on college campuses in Chapter 22, “Sustainability”
- A new “Issue in Focus” case study about how students learn in Chapter 24, “Education,” that debates the best practices for teaching college students
- A new student sample analysis in Chapter 7 demonstrates how to analyze visual and multimedia arguments
- Updated MLA coverage in Chapter 20 reflects the new guidelines in the MLA Handbook, Eighth Edition, including how to cite social media and various online-only sources
- New projects at the end of the chapters in Part 3 offer opportunities for students to practice each argument strategy and develop persuasive essays and multimedia texts of their own
- New coverage of audio media in Chapter 14, “Designing Multimedia Arguments”

Resources for Teachers and Students

INSTRUCTOR’S MANUAL

The Instructor’s Manual that accompanies this text was revised by, and is designed to be useful for, new and experienced instructors alike. The Instructor’s Manual briefly discusses the ins and outs of teaching the material in each text chapter. Also provided are in-class exercises, homework assignments, discussion questions for each reading selection, and model paper assignments and syllabi.

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We are privileged to work once again with Lynn Huddon, our senior development editor, who has collaborated with us from the third edition onward. She has contributed many great ideas while coordinating the work of four authors and paying close attention to the details of bringing the book to fruition. She is the best. We also thank those at Ohlinger Publishing Services, who have guided the book through production, and Brad Poitsoff, many of whose suggestions are reflected throughout the book. Michael McGranagan at SPI Global did a splendid job in preparing our book for publication.

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