

John D. Ramage • John C. Bean • June Johnson



The ALLYN & BACON GUIDE to WRITING

Seventh Edition

BRIEF EDITION

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SEVENTH EDITION

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PREFACE

Through six editions, *The Allyn & Bacon Guide to Writing* has been praised for its groundbreaking integration of composition pedagogy and rhetorical emphasis. In regular, brief, and concise editions, the text has been adopted at a wide range of two- and four-year institutions where instructors admire its appeal to students, its distinctive emphasis on reading and writing as rhetorical acts, its focus on shared problems as the starting point for academic writing, its engaging classroom activities that promote critical thinking, and its effective writing assignments. Reviewers have consistently praised the book's theoretical coherence and explanatory power, which help students produce engaged, idea-rich essays and help composition instructors build pedagogically sound, intellectually stimulating courses shaped by their own strengths, interests, and course goals.

What's New in the Seventh Edition?

While retaining the signature strengths of earlier editions, the seventh edition features the following key improvements:

- **Expanded coverage of online and multimodal composition** helps students navigate digital environments with rhetorical savvy. Although most of today's students are digital natives, their technological skills often outpace their rhetorical understanding of multimodal communication and their awareness of the legal and ethical dimensions of an interactive online environment.
- **In Part 1, a new chapter on online and multimodal composition** (Chapter 4) teaches students to analyze the rhetorical use of words, images, and sounds in multimodal texts, to think rhetorically about the interactive Web environment, and to participate responsibly in online discourse.
- **In Part 3, a new nuts-and-bolts chapter on composing multimodal texts** (Chapter 19) explains the design principles of multimodal composing and guides students to adapt these principles to multimodal genres including posters, speeches with presentation slides, podcasts, and videos.
- **In each Part 2 chapter, optional Writing Projects for online or multimodal composing** allow instructors to decide the extent to which, if at all, they want to include a multimodal component in their course.
- **A completely revised chapter on analysis and synthesis** (Chapter 12) focuses on the critical thinking and writing moves students need for wrestling with multiple complex texts. This revised chapter streamlines the explanations and uses short professional readings and a new student essay, shown in