

The Call to Write

The Call to Write

SIXTH EDITION

John Trimbur

EMERSON COLLEGE



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Preface

The Call to Write, Sixth Edition, offers students a broad introduction to writing so that they can learn to write with flexibility and influence in a variety of settings. Many of the assignments in the following chapters are typical of the writing college students are called on to do. A central aim of this book is to help students become effective writers in their college coursework. At the same time, *The Call to Write* takes as its starting point the view that writing is much more than a school subject. Writing is an activity individuals and groups rely on to communicate with others, organize their social lives, get work done, entertain themselves, and voice their needs and aspirations. Accordingly, this textbook presents a wide range of situations that call on people to write—in everyday life, in school, in the workplace, and in the public sphere.

Just as the situations that give rise to writing differ, so do the tools available to writers. Writing can no longer refer simply to the traditional forms of print literacy. It also involves the visual design of the page and screen and the new digital media that enable the integration of text, graphics, sound, and video. Although *The Call to Write* cannot teach many of the skills needed to operate the new writing technologies, it takes into account how writers use these new means of communication and how many forms of writing combine words and graphics to deliver a message.

One of the main premises of the book is that writing should belong to everyone in the various roles people play. *The Call to Write* offers students an education in writing, with the goal of enabling them to see how writing connects individuals to others and to the cultural practices and social institutions that shape their lives. In this regard, the call to write—the felt sense that something needs to be said—presents writing not just as a skill to master but as a means to participate meaningfully in the common life and to influence its direction.

DISTINCTIVE FEATURES OF THE CALL TO WRITE

The goal of *The Call to Write* is to offer teachers and students a range of activities that are grounded in rhetorical traditions and the accumulated experience of successful writing instruction. It has been enormously gratifying that teachers and students who used the first five editions of *The Call to Write* have confirmed the practical value of its approach. The sixth edition builds on—and seeks to refine—the basic features that give *The Call to Write* its distinctive character:

An emphasis on the rhetorical situation. The Call to Write begins with the idea that writing doesn't just happen but instead takes place in particular social contexts. Throughout the textbook, students are provided with opportunities to analyze how rhetorical situations give rise to the call to write. A wide array of writing—from news stories, reports, op-ed pieces, and music reviews to posters, graffiti, ads, and flyers, as well as academic articles, literary essays, and student work—illustrates the range and richness of situations that call on people to write.

- Genre-based writing assignments. To help students understand the choices available to them when they respond to the call to write, the "Writing Projects" in Part Two use the notion of genre as the basis for guided writing assignments. Each chapter includes individual and collaborative writing assignments based on familiar genres; extensive treatment of invention, planning, peer commentary, and revision; samples of student writing; and an opportunity for students to reflect on the process of writing.
- ▶ Integration of reading and writing through rhetorical analysis. Chapter 2, "The Choices Writers Make: Writing a Rhetorical Analysis," introduces students to rhetorical analysis, with an emphasis on the way writers craft a rhetorical stance in response to the call to write. This focus continues in Part Two, with For Critical Inquiry questions that ask students to read closely and carefully, to understand their response as readers and the decisions writers make when they take up the call to write. The Further Exploration section in each chapter in Part Two includes Rhetorical Awareness and Genre Choice questions that explore rhetorical situations and strategies across genres and media.
- ▶ A focus on visual design and delivery. *The Call to Write* emphasizes not only how many types of writing integrate text and graphics but that writing itself is a form of visible language designed to deliver messages to readers. Chapter 17, "Visual Design," explores how visual design is used for purposes of identification, information, and persuasion; the chapter also provides instruction in effective page design. Chapter 18, "Web Design," considers how Web pages integrate word and image, and Chapter 19, "PowerPoint Presentations," includes guidelines on designing PowerPoint slides.
- ▶ An emphasis on ethics and the writer's responsibilities. *The Call to Write* presents boxes on the ethics of writing that raise issues concerning writers' responsibilities toward their readers and their subjects. Chapter 3, "Persuasion and Responsibility: Writing a Position Paper," includes extensive coverage of how writers can deal responsibly with disagreements and negotiate their differences with others.
- ▶ An emphasis on collaborative learning. *The Call to Write* includes many opportunities for group discussions, as well as guidelines for peer commentaries in each of the chapters in Part Two. Chapter 20, "Case Study of a Writing Assignment," traces how a student used peer response to write an academic paper, and Chapter 21, "Working Together: Collaborative Writing Projects," offers information and advice about group writing projects.

NEW TO THE SIXTH EDITION

The sixth edition includes new and revised features to help students understand and respond to the call to write. These additions come in large part from discussions with writing teachers who used the first five editions of *The Call to Write*.

- A new emphasis on multimodal composition. The Call to Write emphasis on multimodality comes from the recognition that the tools, media, and platforms of writing have expanded the possibility of composition to include images, color, movement, and sound. Multimodal design in print and new media appears in Chapter 1. Each of the chapters in Part Two, "Genres of Writing," features two examples of multimodal composition, with suggestions for analyzing them.
- ▶ The Occupy Wall Street presence. The Occupy Wall Street movement, with its now famous slogan "We Are the 99%," spread like wildfire across the United States and internationally in the fall of 2011. At the time this edition of *The Call to Write* is published, it is hard to predict what will become of the Occupy movement. But no matter what its fate may be, the Occupy movement provides an interesting opportunity to examine how writing and graphics are tied into public life and the ongoing struggle to influence opinion and shape the social future. *The Call to Write* presents a variety of writing and graphics from or about Occupy, including posters, a letter-writing campaign, and essays by Robert Hass and Paul Krugman.
- A new chapter on the essay. Chapter 4, "The Shape of the Essay: How Form Embodies Purpose," is designed to explore the particular possibilities of the essay as an instrument of inquiry, exploration, observation, and reflection. This chapter builds on the rhetorical analysis of Jerald Walker's personal essay "Before Grief" in Chapter 2 to examine the craft of essay writing, how essay-ists engage their readers' attention, and the forms they use.
- A new chapter on multigenre writing projects. Chapter 12, "Multigenre Writing: Publicity, Advocacy Campaigns, and Social Movements," presents a capstone writing assignment at the end of Part Two, "Genres of Writing." The chapter investigates publicity for a film series, press kits, social media, and manifestos. The chapter offers students the opportunity to examine how these and other genres in Part Two fit together in public writing, and to design their own multigenre writing projects.
- ▶ Updated MLA and APA guidelines for citation and formatting, based on the seventh edition of the *MLA Handbook for Writers of Research Papers* (2009) and the sixth edition, second printing of the *Publication Manual of the American Psychological Association* (2009), appear in Chapter 14, "Working with Sources."

USING THE CALL TO WRITE

The Call to Write is meant to be used flexibly, to fit the goals and local needs of teachers, courses, and writing programs. Although there is no single path to follow in teaching *The Call to Write*, for most teachers the core of the book will be the Writing Projects in Part Two—the guided writing assignments based on common genres.

Teachers can choose from among these genres and assign them in the order that best suits their course design.

A rich array of material appears in the other sections of *The Call to Write*, and teachers may draw on the various chapters to introduce key concepts and deepen students' understanding of reading and writing. It can be helpful to think of the organization of the book as a modular one that enables teachers to combine chapters in ways that emphasize their own interests and priorities.

The following overview of the organization of *The Call to Write* describes the six main parts of the book.

- Part One, "Writing and the Rhetorical Situation," introduces students to the notion of the call to write, offers strategies for critical reading and rhetorical analysis, and presents methods for identifying disputed issues, planning responsible arguments, and negotiating differences with others. These chapters can serve to introduce central themes at the beginning of a course, or they can be integrated throughout the course.
- ▶ Part Two, "Writing Projects," presents familiar genres of writing, with examples, For Critical Inquiry questions, and individual and collaborative writing assignments. Assignments call on students to write for a number of different audiences and in a number of different settings, ranging from everyday life to the academic world, to public forums. These chapters form the core of *The Call to Write*.
- Part Three, "Writing and Research Projects," explores the genres of the critical essay, the research paper, and the fieldwork report. It considers what calls on people to do research, how they formulate meaningful questions, and the sources they typically use. Part Three provides an overview of the research process, introduces students to library and online research, and includes information about research projects that use observation, interviews, and questionnaires. This section is particularly appropriate for writing courses that emphasize writing from sources and research-based writing.
- Part Four, "Delivery: Presenting Your Work," looks at how writers communicate the results of their work to readers. It includes chapters on visual design, Web design, and PowerPoint presentations. These chapters can be integrated into a course at many points, depending on the teacher's goals.
- Part Five, "Writers at Work," presents a case study of a student using peer commentary to complete an academic writing assignment, looks at how writers work together on collaborative writing projects, and examines how writers assembly portfolios to represent their work. These chapters can be integrated into a course at a number of points—to initiate discussion of how writers manage individual writing projects, to enhance student understanding of peer commentary, to prepare students for collaborative writing projects, and to plan an end-of-term writing portfolio.
- Part Six, "Guide to Editing"

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ADDITIONAL RESOURCES FOR THE CALL TO WRITE

The Call to Write, Sixth Edition, is accompanied by many helpful supplements for both teachers and students.

Interactive eBook for The Call to Write

Students can choose to do all of their reading online and use the eBook as a handy reference while completing their coursework. The eBook includes the full text of the print version and gives students the ability to search, highlight, and take notes.

Enhanced InSite[™] for The Call to Write

Easily create, assign, and grade writing assignments with Enhanced InSite[™] for *The Call to Write*. From a single, easy-to-navigate site, you and your students can manage the flow of papers online, check for originality, and conduct peer reviews. This course includes YouBook, a fully customizable, interactive, and true-to-page eBook. YouBook gives instructors the option to reorder chapters and sections of the book to match their syllabus, embed YouTube videos directly on eBook pages, and also includes a discussion board. Through Enhanced InSite[™], students can also access private tutoring options, and resources for writers that include anti-plagiarism tutorials and downloadable grammar podcasts. Enhanced InSite[™] provides the tools and resources you and your students need plus the training and support you want. Learn more at http://www.cengage.com/insite.

Online Instructor's Manual for The Call to Write

Available for download on the Book Companion Web site, this manual contains valuable resources to help instructors maximize their class preparation efforts. It includes sample syllabi and teaching tips for each chapter in the sixth edition.

ACKNOWLEDGMENTS

Preparing *The Call to Write* has made me acutely aware of the intellectual, professional, and personal debts I have accumulated over the years teaching writing, training writing teachers and peer tutors, and administering writing programs and writing centers. I want to acknowledge the contributions so many rhetoricians and composition specialists have made to my thinking about the study and teaching of writing, and I hope they will recognize—and perhaps approve of—the way their work has influenced the design of this book.

The unifying theme of the "call to write," as many will note immediately, comes from Lloyd Bitzer's notion of "exigence" and the "rhetorical situation." The influence of Carolyn Miller's seminal work on genre as "social action," along with explorations of genre theory by Charles Bazerman, Anis Bawarshi, and Amy Devitt, should be apparent at every turn. The emphasis on multimodal composition in this edition of *The Call to Write* is indebted to Gunther Kress, the indispensable source of thinking about the design of print and new media. I learned to teach writing from two great mentors, Ken Bruffee and Peter Elbow, and their mark is everywhere in the book.

I want to thank the lecturers and graduate instructors in the First-Year Writing Program at Emerson College for the work they've done redesigning the first-year writing curriculum and turning what had become a more or less moribund second-semester term paper class into an exciting and innovative genre-based research writing course. Their teaching, the writing assignments they developed, and their students' work shaped many of the changes that appear in the sixth edition of *The Call to Write*. Working with these wonderful colleagues since 2007 has been one of the best experiences in my professional life, and I am happy to note in particular the contribution that Aaron Block made to this edition, helping to invent the Emerson undergraduate Stacy Yi and her writing. I also want to note the writing from real Emerson students and from students at Brown University and Worcester Polytechnic Institute, where I developed and taught early versions of *The Call to Write*. Some of the student writing has been edited for this book.

Margaret Manos was the development editor for *The Call to Write*, Sixth Edition, and Margaret Leslie was the acquisitions editor; I want to acknowledge their hard work, careful attention, good senses of humor, and loyalty to this project.

To the many reviewers who provided valuable feedback at many points, my thanks: Vivian Adzaku, University of Arkansas, Pine Bluff; Susanne Bentley, Great Basin College; Candace Boeck, San Diego State University; Nancie Burns-McCoy, University of Idaho; Mary Ann Dietiker, Hill College; Marie Fitzwilliam, College of Charleston; Kimberly Halpern, Rose State College; Michael Hill, Henry Ford Community College; Colin Innes, Saddleback College; Katherine Judd, Volunteer State Community College; Noreen Lace, California State University, Northridge; Quincy Lieskse, Craven Community College; Molly Lingenfelter, Truckee Meadows Community College; Marilyn Metzcher-Smith, Florida State College, Jacksonville; Sally Nielsen, Florida State College, Jacksonville; Steven Pauley, Marshall University; Arnetra Pleas, Holmes Community College; Douglas Robillard, University of Arkansas, Pine Bluff; Susan Swetnam, Idaho State University; Katherine Tracy, Nicholls State University; Wendy Vergoz, Marian University; Theresa Walther, Rose State College; Carol Warren, Georgia Perimeter College; and Brett Wiley, Mount Vernon Nazarene University.

Finally I want to acknowledge the contributions to *The Call to Write* made by Lundy Braun, Lucia Trimbur, and Martha Catherine Trimbur. They not only provided emotional support; they were coworkers, contributing samples of their writing, suggesting readings and assignments, and locating Web sites and other resources. This has been, in many respects, a joint venture, and I am gratified by their presence in the book.

John Trimbur

Writing and the Rhetorical Situation



INTRODUCTION: THE CALL TO WRITE

The call to write may come from a teacher who assigns a paper, someone who wants to friend you on Facebook, or a supervisor at work. Maybe you keep a journal or write short stories. Maybe you go to poetry slams. You may feel called to write an email to your congressman or sign a petition. Or you belong to a campus organization or community group and want to publicize its aims and activities. In any case, as you will see throughout this book, people who write typically experience a felt sense that some need can be met by writing. This feeling is the call to write, the urge to put thoughts and emotions into words to make something happen.

By analyzing occasions that give rise to the impulse to write, you can deepen awareness of your own and other people's writing, expand your writing repertoire, and develop a flexible and persuasive approach to a range of writing genres.

The three chapters in Part One look at why and how people respond to the call to write:

- Chapter 1: "What Is Writing Today? Analyzing Literacy Events and Practices" examines writing in the digital age—in both print texts and new media.
- Chapter 2: "Understanding the Rhetorical Situation. The Choices Writers Make. Writing a Rhetorical Analysis" investigates how writers identify and respond to the call to write.
- Chapter 3: "Persuasion and Responsibility. Writing a Position Paper" considers what makes writing persuasive and how to construct a responsible argument.

∑ REFLECTING ON YOUR WRITING

The Call to Write

- 1. Choose a piece of writing you've done at some time in the past. Think of something other than a writing assignment you did in school. The piece of writing could be an email to a friend, a blog, a Web page, something you wrote at work, a diary entry, a letter, an article for a student newspaper or community newsletter, a petition, a flyer, or a leaflet for an organization you belong to. Whatever the writing happens to be, write a page or two in which you describe what called on you to write and how you responded.
 - What was the situation that made you feel a need to respond in writing?
 - Why did you decide to respond in writing instead of taking some other action or not responding at all?
 - What was your purpose in responding to the call to write? Who was your audience? What relationship to your readers did you want to establish? What tone of voice did you use? How did you make these decisions?
- 2. With two or three other students, take turns reading aloud what you have written. Compare the situations that gave rise to the call to write and the way each of you responded. What, if anything, is similar about the ways you identified and responded to the call to write? What was different? How would you account for the differences and similarities?

CHAPTER

What Is Writing Today?

Analyzing Literacy Events and Practices

earning to write involves an understanding of your experience as a writer and a knowledge of the forms and media of writing. The purpose of this chapter is to analyze how writing actually takes place in the world, to examine how it circulates in contemporary society—in the design and production of texts, in print and electronic networks of distribution and reception, and in the institutions and values that writing is part of.

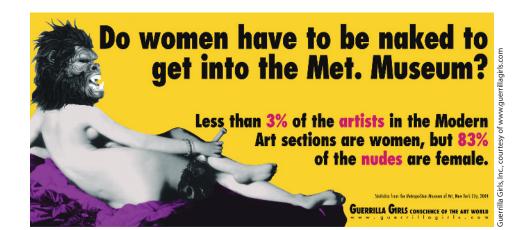
The writing assignment at the end of the chapter "Analyzing Literacy Events and Practices" calls on you to analyze a particular occasion or type of writing—an event or a practice—to understand how writing shapes people's identities, interests, and interactions. The aim of the assignment is to examine how people use writing to participate in social life, to inscribe their presence in the written record and give voice to their own and others' needs and aspirations. The assignment asks you to identify social roles and identities linked to writing, such as student, intellectual, literary artist, visual designer, citizen, worker, knowledge manufacturer, culture jammer—sign makers of all sorts.

Exploring literacy events and practices, drawn from your own and your classmates' experience, is meant to survey a broad range of writing occasions—to generate data, evidence, and subject matter for writing about the role of writing in people's lives. It starts a course on writing by locating ourselves as writers in the context of our times, with all the resources of representation available. This chapter asks you to investigate writing across social domains, genres, and media.

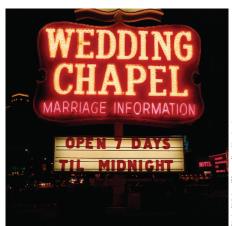
A GALLERY OF SIGNS

We live in a world that is saturated by writing. As you walk around campus or the streets of a city, notice how written the built environment is, how signs of all sorts compose your field of vision. Imagine the signs are voices contending for your attention. Which ones stick out for you? Why? What relation do these signs have to each other and to the places where they appear?

Here is a gallery of signs you might encounter in any urban landscape. Consider the purposes the signs serve. On whose behalf do the signs speak? What sort of relationship do these signs seek to establish with the people who read them?















ETHICS OF WRITING

Graffiti has become an omnipresent feature of contemporary urban life. Spray-painted or otherwise pasted on walls and subway cars, graffiti can perform a number of functions: marking a gang's turf, putting forth political messages, expressing the individual writer's identity, expressing grief for someone killed or



Martha Cooper

anger at an enemy. Reactions to graffiti differ dramatically. Some see it simply as a crime—an antisocial act of vandalism—whereas others see it as a form of artistic expression and political statement by the disenfranchised. What ethical issues are raised for you? Do you consider graffiti a justified form of writing even though it is illegal? Why or why not?



KEEPING A LITERACY LOG

To get a sense of how writing saturates everyday life, keep a literacy log for 8 hours. Carry a notebook with you so you can record every time you read or write something. Note time, place, and type of written text involved. Here's an example of the first couple of hours.

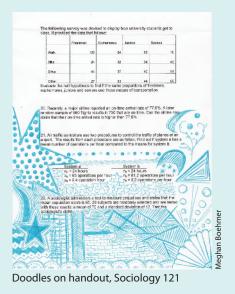
MARCIE CHAMBERS, DECEMBER 2, 2011

| 8:02 a.m. | Dorm room | Checked email and Facebook. Wrote email to my sister Lucille. |
|----------------|--|--|
| 8:25 a.m. | Walking from dorm to classroom | Noticed sign about stopping gentrification in Olneyville. Text message from Dave (really sexist). |
| 8:30-9:45 a.m. | Sociology 121 lecture | Took notes on lecture. Doodled on handout (is that writing?). |
| 9:52 a.m. | Walking from class- room to Starbucks | Passed homeless man with a sign. |
| 9:54 a.m. | Starbucks | Looked at menu. Took free MP3 download card. Text-messaged Sean to meet in library. |

Meet with two or three classmates to analyze your logs. Group types of writing into categories according to their purposes. What patterns emerge from your analysis?



Sign from homeless person



DOMAINS OF WRITING: PRINT TEXTS AND NEW MEDIA

The Call to Write includes examples of writing from various social domains—everyday life; schooling; the workplace; advertising; social marketing; media outlets; the academic, literary, and intellectual networks of the public sphere; the partisan world of civic engagement; social movements; and advocacy campaigns. The forms of writing that result can be divided into **print texts**, which you can hold and turn the pages, and new media, which appear to exist weightlessly in the digital signals on computer screens.

Print texts date back to the fifteenth-century invention of the printing press. They continue to maintain a powerful hold in contemporary society as the most authoritative source of information, knowledge, and public influence. Legal documents; government records; archival collections in museums, libraries, and research institutes; textbooks; dictionaries and encyclopedias; scholarly and trade publishing; journals of opinion, editorials in the leading national newspapers—all these print texts retain great cultural prestige and authority.

One change over the past decades is that print texts are now for the most part composed, designed, produced, and distributed digitally from networked computers. The difference between word processing today and the typewriter of the past is similar to that between vinyl phonograph recordings and an MP3 file—everything recent is digital rather than analogical, expanding dramatically writers' ability to lay out page designs and insert files of images and visual displays of information into print texts. Writers are now, in effect, graphic designers and desktop publishers as well as the composers of print texts.

New media expand the channels and outlets for writing, as well as the capacity to store and share information. In the era of digital communication, texting, instant messenger, phone apps, email, the blog-o-sphere, informational Web sites, Twitter, LinkedIn, and Facebook all involve new formats and platforms for writing and disseminating messages. Any investigation of writing today must take these new media into account to examine how they operate, how they structure communication, and the role they play in people's interactions.

Eviction Memories

Molly Osberg and Tim Fitzgerald

Molly Osberg and Tim Fitzgerald recall the night of November 15, 2011, when New York police raided Zuccotti Park and evicted Occupy Wall Street. Notice how new media shape access to information and communication with others. Circle every time there is some reference to new media—its platforms and devices—to examine how connectivity operates at this moment in the Occupy movement. DICEY (A.K.A. TIM): The first sign of trouble was a Tweet:

[at]mcduh: [at]questlove sayin he saw hundreds of riot cops on South St, Manhattan bout 1hr ago. #occupywallst [at]DiceyTroop are yall aware of anything?

Molly Osberg and Tim Fitzgerald. "Eviction Memories." From n+1 magazine. http://nplusonemag.com /eviction-memories. Reprinted by permission of the authors.

I immediately crossed Broadway on the south side of Liberty, side-stepping dormant traces of ongoing street maintenance and responding: [at]mcduh [at]questlove all quiet at the Park. What did you see questo? Maybe Batman stuff?

As I neared Pearl Street, bad omens rounded the corner, driving back the way I came and toward Liberty Square: ten NYPD trucks towing the kind of lighting rigs often seen illuminating nocturnal construction projects. I'd been thinking about the Spokes Council meeting I'd just left, and my heart and mind bickered the way they do when confronted by disruptive truths. I was far from ready to admit that everything was about to change.

MOLLY: Tim's text woke me. Before I got into bed I had checked my phone and scrolled through what was later dubbed Questlove's "Paul Revere Moment." I'd thought: another false alarm. We'd rushed down to the park maybe two weeks before, practically jumping up and down on the 4 train platform, only to find our friends at Zuccotti shrugging and bedding down for another night. It was a testament to how routine the extremes of life in the park had become. That night, we had found the comfort station sorting blankets, had helped a friend carry jail support supplies to the crosstown subway, had planned a half-baked theatrical action somewhere along the way, and had enjoyed a short—and really, shockingly civil—argument with a twentysomething far to the right of us politically... Normalcy. That night, it had been enough to soothe all our fears.

DICEY: As I reached Water Street, the whole police phalanx suddenly emerged from the flat block between Water and South Street. NYPD van after NYPD van rolled through the intersection in a single-file bumper-to-bumper line. Running up Pine to Nassau to Cedar, I recognized several members of Liberty Square's non-activist homeless population moving away from the park. Well, that's a bad sign. At Cedar and Broadway, fifty riot police were already assembled next to the red cube, backed by those enormous and shockingly bright klieg lights.

On the other side of the street, I pulled out my phone and snapped a shot of an equally large and well-lit deployment staring into our park from the top of the steps. I tweeted it with the words: Red alert at Liberty Square!

The biggest group of our people was at the kitchen. I reached them and realized I wasn't sure what to do with myself. What was my role here, right now? I went with what I knew and managed to assemble 140 characters of coherent thought: NOT A DRILL. SHIT IS GOING DOWN. PARK DEFENSE IN PROGRESS. If you want to save #occupywallstreet, come to park NOW.

MOLLY: Tim wrote: Eviction happening. Sound the Alarm. But what alarm did we have? I woke my roommates. We turned on the Livestream around the same time the second text came in from Occupy's emergency alert system. My laptop was still on the bed, and the three of us stood around it in various states of undress, staring.