

# **Real** Take-Away Points

## Four Basics of Reading and Writing

- 1 It considers what the audience knows and needs.
- 2 It fulfills the writer's purpose.
- It includes a clear, definite point.
- 4 It provides support that shows, explains, or proves the main point.

For more on the elements of good writing, see Chapter 2.

# **2PR** The Critical Reading Process

**Preview** the reading. Establish a guiding guestion.

**Read** the piece, locating the thesis, support, and transitions, and considering the quality of the support.

**Pause** to think during reading. Take notes and ask questions about what you are reading: talk to the author.

**Review** the reading, your guiding question, your marginal notes, and questions.

For more on the critical reading process, see pages 13–16.

# Reading and Writing Critically

#### **Summarize**

- What is important about the text? What is the purpose, the big picture?
- What are the main ideas and key support?

#### **Analyze**

- · What elements have been used to convey the main idea?
- Do any elements raise questions? Do any key points seem undeveloped?

#### **Synthesize**

- · What do other sources say about the topic of the text?
- How does your own (or others') experience affect how you see the topic?

#### **Evaluate**

- Based on your application of summary, analysis, and synthesis, what do you think about the material you have read?
- Is the work successful? Does it achieve its purpose?
- · Does the author show any biases?

For more on reading and writing critically, see pages 21–25.

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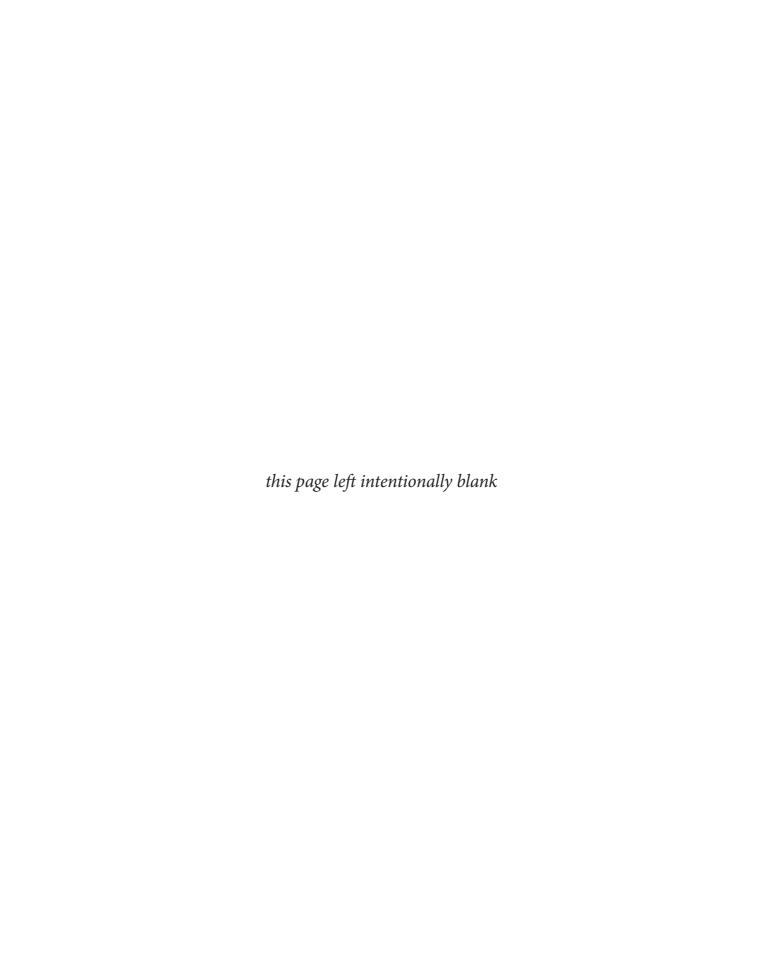
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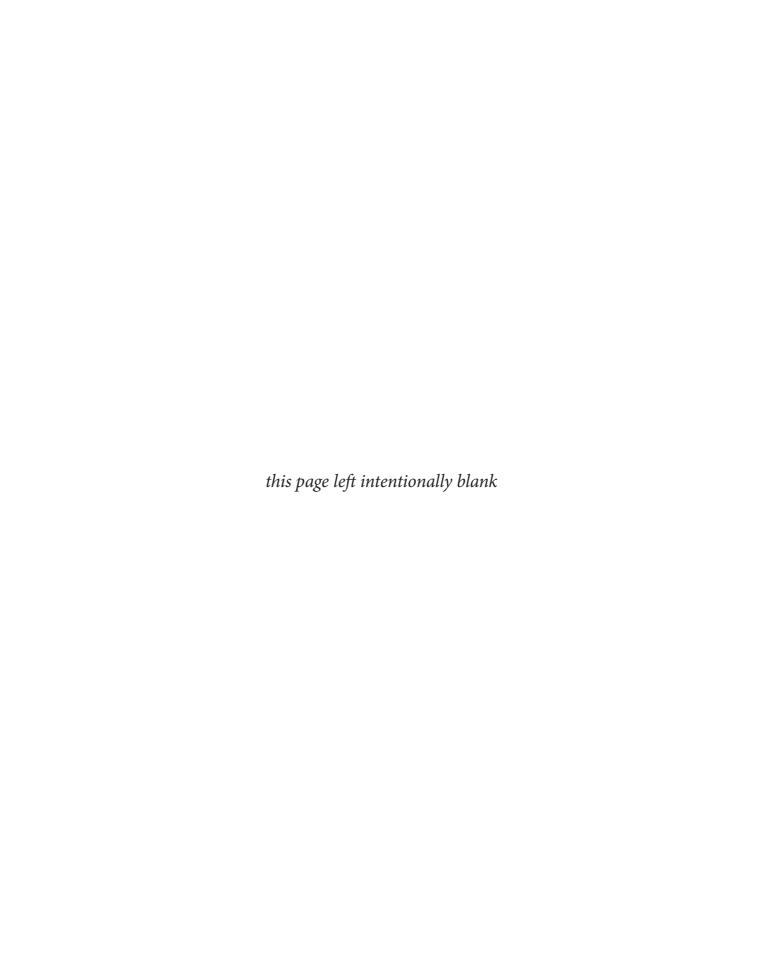
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## **Seventh Edition**



with Readings

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**Susan Anker** 

with Nicole Aitken

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# A note to students from Susan Anker

For the last twenty years or so, I have traveled the country talking to students about their goals and, more important, about the challenges they face on the way to achieving those goals. Students always tell me that they want good jobs and that they need a college degree to get those jobs. I designed *Real Writing* with those goals in mind — strengthening the writing, reading, and editing skills needed for success in college, at work, and in everyday life.

Here is something else: good jobs require not only a college degree but also a college education—knowing not only how to read and write but how to think critically and learn effectively. So that is what I stress here, too. It is worth facing the challenges. All my best wishes to you, in this course and in all your future endeavors.

# A note to students from Nicole Aitken

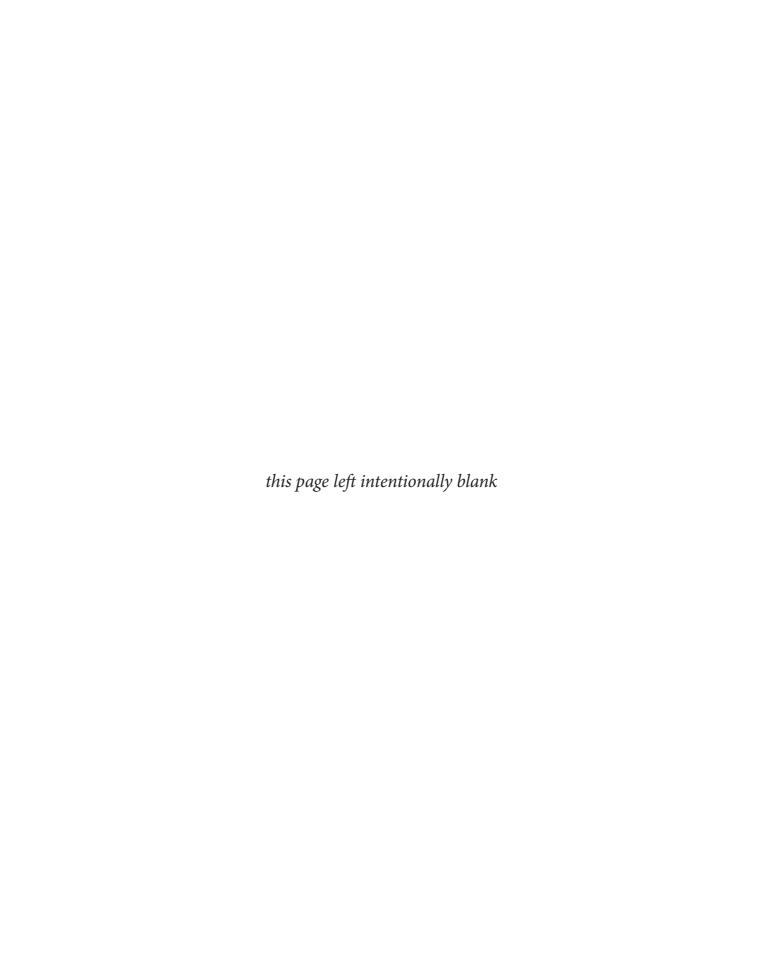
I've been working in both the university and community college environments since 2001, and I've had the opportunity to be a student in all different types of situations as well, including a large university, a small private college, and community colleges. I understand how your surroundings affect the way you learn and how important it is to be comfortable in those surroundings. What you bring with you to the classroom is as important to the learning experience as the material you learn in that classroom.

What does that mean? It means that you, as a student, have something to say and something to contribute. Every day you are thinking, reading, and writing in a critical way that is valuable to the college classroom, but you may not be aware of how to access those thoughts or skills in



a meaningful way just yet. Although this book may introduce you to some new words and concepts, chances are good that many of these concepts or methods are ones you use regularly. Every day you are writing. You are texting, emailing, and sending messages, and you are communicating through written or spoken language. When you read or hear someone speak to you, you are analyzing what was said or written and interpreting those words; that is all a part of thinking critically and being a receptive audience.

Come to the classroom ready to share what you already know and understand that a concept we may call by a new and foreign term is actually something that may already be commonplace to you. Let's share our knowledge and ideas. While this book can guide you and help you make the choices you need to be successful in your careers and in college, you are also already an expert: you are the expert in your life, your technologies, and your own experiences. A writing community asks that we all share our experiences to increase the knowledge of the group: join our writing community and increase our collective knowledge.



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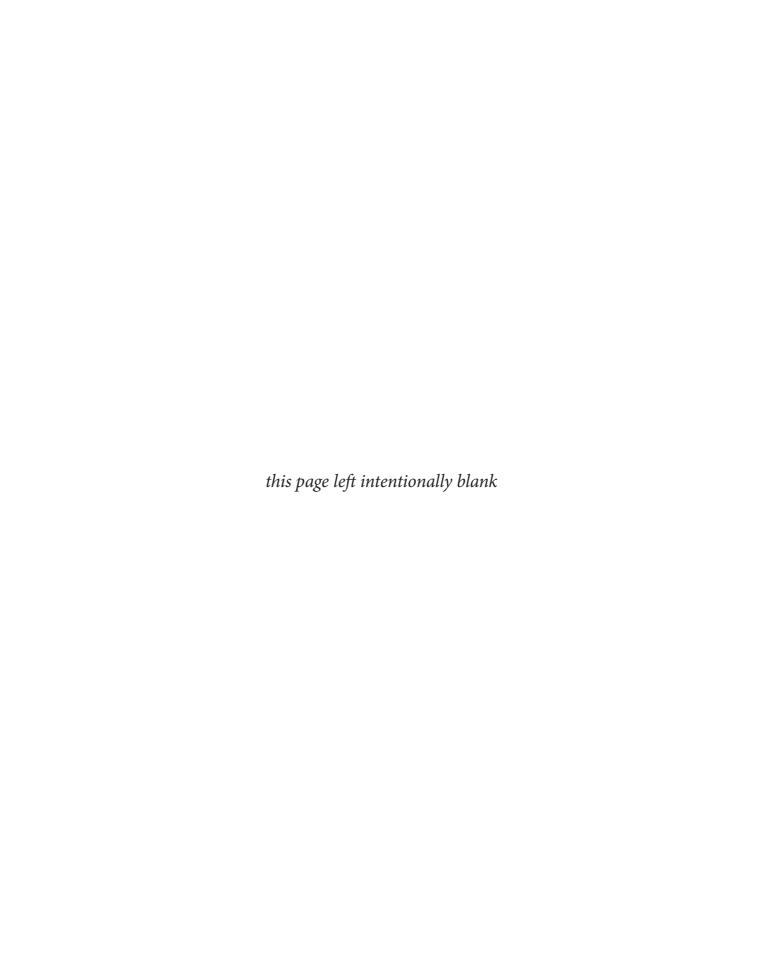
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# **Preface**

The first aim of *Real Writing with Readings* has always been to communicate to students that good writing skills are both *essential* and *attainable*. When they have this, perspective, students can start fresh, reframing the writing course for themselves not as an irrelevant hoop to jump through but as a central gateway — a potentially life-changing opportunity, worthy of their best efforts. In large and small ways, this book is designed to help students prepare for their futures. It connects the writing class to their other courses, to their real lives, and to the expectations of the larger world.

Real Writing underscores this powerful message in its initial chapter, "Critical Thinking, Reading, and Writing"; in its practical advice on writing different kinds of essays; and in its step-by-step grammar sections, which build confidence and proficiency by focusing first on the most serious errors students commonly make. A diverse collection of both student and professional readings further encourages students to see the big picture, giving them a context for what they are learning. Profiles of Success provide inspirational portraits of former students, now in the workplace, who reflect on the varied, important ways they use writing in their work. These profiles are accompanied by real samples of the kinds of writing these professionals use in the workplace.

Real Writing shares this practical, real-world approach with its companion texts—Real Essays, Real Skills, and Real Reading and Writing, an integrated reading and writing text. All four books put writing in a real-world context and link writing skills to students' own goals in and beyond college.

#### Core Features

Successful and popular features of earlier editions of *Real Writing* have been carried over to this edition, with revisions based on suggestions from many insightful instructors and students.

A Comprehensive Teaching and Learning Package: Real Writing combines carefully curated readings, writing samples, writing assignments, grammar instruction, critical thinking and reading coverage, and online practice in one convenient volume, allowing instructors to focus on their students.

Writing Practice: Not only does *Real Writing* feature a number of student model paragraphs and essays, workplace writing, and professional readings, it asks students to write their own paragraphs and essays in multiple assignments throughout the book. These assignments aid students in translating their writing skills to the real world, asking them to practice concepts through the

#### WRITING ABOUT IMAGES

Study the photograph below, and complete the following steps.



- Read the image Ask yourself: What details does the photographer focus on? How do the colors and lights affect you as a viewer? What main impression does the picture make? (For more information on reading images, see Chapter 1.)
- Write an illustration The photograph shows a luxury liner whose bright, colorful lights attract onlookers and potential customers. Write an illustration paragraph or essay about businesses that draw customers with colorful displays, loud music, or some other appeal to the senses. Include the types of details you examined in step 1.



Monique Rizer Chief of Staff

# Profile of Success Process Analysis in the Real World

Background I was the oldest of six children, and before my mother married my stepfather, she was on wefare. She homeschooled me for five years until I begged het to let me ge to a public high shool. There I made friends with some people who expected to go to callegia. And I realized I wantest of go, too. I started at Green River Community College, but just them my parents financial situation got really bad, and the eight of us had to move to a trailer. I stopped going to school until I met my future husband, who was going to a community college and encouraged me to go back. Several morning the state; I became pregnant with my first son. I was determined to stay in college, so I completed one year at Highline Community. College. That summer, I had my son, got married, and found loans to trainfect to Pacific Lutheran University, While there, I received a facts Millennium Schlarship, which made continuing college possible. Although I mowed a few times, I graduated from college and went on to graduate school. After I finished graduate school. I had another son.

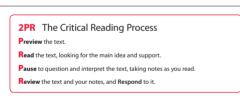
Degrees/Colleges B.A., Gonzaga University; M.S., Syracuse University Employer Be the Change, Inc.

Writing at Work. Writing is the one skill I use very day at work. As chief of staff, I'm responsible for supporting our fundralsing efforts, managing our boand, leading staff meetings, and other special projects. So, I am often writing to staff within the organization, my leadership, our board members, or or people outside our organization with whom we are developing a relationship. I usually

communicate through e-mail and I've learned it's o important to keep an e-mail short and to the point, but also friendly. Write, 'Good morning' or write. 'Thank you're 'Ney best.' These are small ways to keep e-mail communication personal technology, e-mail communication personal technology, especially with people you don't see very often. Also, when I have to e-mail someone with a criticism or difficult message, all aways try to start that e-mail with a positive note or thanks. Finally, I think very carefully about sending an e-mail when a phone call or face-to-face conversation is better. We rely on e-mail and text a lot, and we have to really try to keep hose writing forums professional. But sometimes a phone call or a face-to-face conversation is more appropriate depending on the message or purpose. As I've grown in my career, I find my writing to be more important. I also have been responsible for hiring new staff and I pay close attention to how they represent themselves in writing.

I represent my leaders often in writing and so I'm very careful about what I am writing and how it will reflect on them and my organization. Sometimes ITI also write or edit something in the voice of my leadership as well. So, reading their writing and learning their vioice has become an important skill along with writing. Finally, I draft my writing and have someone look it ower or let it sit and look at It later—even a few minutes—just to get some distance and look at it with fresh eyes. Getting some distance or having a fresh view almost always improves my writing.





lens of tasks they will need to complete in college and beyond, such as analyzing monthly expenses, evaluating instructors, and creating a résumé. Each rhetorical mode chapter also features a step-by-step writing guide and checklist that students can refer to when completing their writing assignments.

Profiles of Success: These profiles feature former students who regularly use writing in their careers, highlighting their background and the ways in which they use writing beyond the classroom. These inspirational stories give students an idea of the diverse range of careers in which writing skills are valuable — from auto technician to chief of police — and how they, too, can hope to reach their career goals.

The Four Basics and Four Most Serious Errors: This approach breaks the writing process down into logical steps, focusing on the four basics of each rhetorical mode as well as the four most serious errors in grammar. This lets students digest information at their own pace, helping them really understand each concept before starting a new one.

**2PR Critical Reading Process:** Appearing throughout the book, this process helps students tackle readings using critical thinking skills, asking them to preview, read, pause, review, and respond to each reading. Students can use this process not only with the readings in this course, but those in all of their college courses.

#### New to This Edition

This edition includes carefully developed new features to help students become better readers and writers in college and beyond.

**Expanded Reading Coverage:** Every chapter in Parts 1 and 2 of the book features Learning Objectives, Key Terms, and a Reading Roadmap that help students zero in on the skills they should be learning in each chapter. Reflecting on the Journey, at the end of these chapters, allows students to track their own progress on those skills. Together, these new features help students become stronger readers by pointing them precisely where they need to focus.

**Updated Readings:** This new edition features new relevant and relatable readings on themes such as military service, climate change, the language of hip-hop, and issues of class and gender. Nearly all of the student writing and Profiles of

xxi

Success came to us from our users — instructors and students who have used the book in their own classrooms.

Emphasis on Situational Writing: Real writing samples from the workplace, including a police report, a blog post, a professional and student résumé, an auto repair form, and a program e-mail showcase the various ways in which students will use writing skills beyond the classroom, encouraging them to apply what they learn in their future college courses and in their daily lives.

**Redesigned Interior:** A streamlined design allows students to focus on the most important elements of the text, getting rid of the clutter of additional features while still being visually appealing.

A Slimmer Book: Working from instructor feedback, this edition has been carefully edited to sharpen the instructional content, making the concepts easier for students to absorb and simpler for instructors to teach. Writing process chapters have been condensed, and all readings are now integrated into the rhetorical modes chapters instead of appearing in a separate chapter at the end of the book.

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Bachelor of Arts | May 2015 | Illinois State University

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Lorenze de' Medici University | Spring 2013 | Florence, Italy

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Excel: Intermediate

Italian: Basic, conversational, and reading

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#### F-----

Academic Peer Advisor | Illinois State University—University College | May 2014–Present

- Advise first-year students with academic planning and major exploration in partnership with a University College Professional Advisor
- Assist in the delivery of University College programs and services
- · Maintain accurate, detailed record of all advising contacts

Marketing and Communications Intern | Special Olympics Illinois | January-May 2014

- · Created various publications for Special Olympics events
- · Planned and executed Special Olympics events
- · Facilitated creative projects to be featuring Special Olympics Illinois athletes
- Supported and promoted accomplishments of Special Olympics athletes

Communications Intern | Illinois State University Dean of Students | January-May 2014

- · Conducted research to define needs of members of the Student Government Association
- · Reconstructed operations manual for Student Government Association
- · Edited and condensed various documents included in the operations manual

Peer Instructor | Illinois State University Success 101 Program | August 2012–January 2014

- · Provided academic support to first-year students
- Created lesson plans focused on important skills necessary to being successful in higher education
- · Planned and facilitated social events for students

# Support for Instructors and Students

*Real Writing* is accompanied by comprehensive teaching and learning support.

#### STUDENT RESOURCES

LaunchPad Solo for Readers and Writers includes multimedia content and assessments, including diagnostics on grammar and reading and LearningCurve adaptive quizzing, organized into pre-built, curated units for easy assigning and monitoring of student progress. For critical reading practice, twenty-five reading selections with quizzes are also included. Get all our great resources and activities in one fully customizable space online; then assign and mix our resources with yours. LaunchPad Solo for Readers and Writers can be packaged at a significant discount. Order ISBN 978-1-319-03616-4 to ensure your students can take full advantage. Visit macmillanhighered.com/readwrite for more information.

*LearningCurve for Readers and Writers:* LearningCurve, Bedford/St. Martin's adaptive quizzing program, quickly learns what students already know and helps them practice what they don't yet understand. Game-like quizzing motivates students to engage with their course, and reporting tools help teachers discern their students' needs.

With LearningCurve, students receive as much practice as they need to master a given concept and are provided with immediate feedback and links back to online instruction. A personalized study plan with suggestions for further practice

completes Bedford's plan to give your students just what they need to be successful in the college classroom. To order *LearningCurve for Readers and Writers* packaged with *Real Writing*, please use the following package ISBN: 978-1-319-03615-7.

**Please note:** *LearningCurve for Readers and Writers* is included with *LaunchPad Solo for Readers and Writers*.

**The** *Bedford/St. Martin's Planner* includes everything that students need to plan and use their time effectively, with advice on preparing schedules and to-do lists plus blank schedules and calendars (monthly and weekly). The planner fits easily into a backpack or purse, so students can take it everywhere. Free when packaged with the print text. ISBN: 978-0-312-57447-5

*The Bedford/St. Martin's ESL Workbook, Second Edition,* by Sapna Gandhi-Rao, Maria McCormack, and Elizabeth Trelenberg provides ESL students with a broad range of exercises. This outstanding resource covers grammatical issues for multilingual students with varying English-language skills and cultural backgrounds. To reinforce each lesson, instructional introductions are followed by examples and exercises. ISBN: 978-0-312-54034-0

#### **E-BOOK OPTIONS**

**Real Writing** e-book. Available in several formats for use with computers, tablets, and e-readers — visit macmillanhighered.com/catalog/ebookpartners for more information.

#### FREE INSTRUCTOR RESOURCES

**The Instructor's Annotated Edition of Real Writing** gives practical page-by-page advice on teaching with *Real Writing* and answers to exercises. It includes discussion prompts, strategies for teaching ESL students, ideas for additional classroom activities, suggestions for using other print and media resources, and cross-references useful to teachers at all levels of experience. ISBN: 978-1-319-00323-4

Instructor's Manual for Real Writing provides helpful information and advice on teaching integrated reading and writing. It includes sample syllabi, reading levels scores, tips on building students' critical thinking skills, resources for teaching nonnative speakers and speakers of nonstandard dialects, ideas for assessing students' writing and progress, and up-to-date suggestions for using technology in the writing classroom and lab. Available for download; see macmillanhighered .com/realwriting/catalog.

*Teaching Developmental Reading: Historical, Theoretical, and Practical Background Readings, Second Edition,* is a professional development resource edited by Sonya L. Armstrong, Norman A. Stahl, and Hunter R. Boylan. It offers a wealth of readings from the historical foundations of the developmental reading field to the latest scholarship. ISBN: 978-1-4576-5895-2

**Teaching Developmental Writing: Background Readings, Fourth Edition**, is a professional resource edited by Susan Naomi Bernstein, former co-chair of the Conference on Basic Writing. It offers essays on topics of interest to basic writing instructors, along with editorial apparatus pointing out practical applications for the classroom. ISBN: 978-0-312-60251-2

The Bedford Bibliography for Teachers of Basic Writing, Third Edition (also available online at macmillanhighered.com/basicbib), has been compiled by members of the Conference on Basic Writing under the general editorship of Gregory R. Glau and Chitralekha Duttagupta. This annotated list of books, articles, and periodicals was created specifically to help teachers of basic writing find valuable resources. ISBN: 978-0-312-58154-1

#### ORDERING INFORMATION

To order any of these ancillaries for *Real Writing* contact your local Bedford/St. Martin's sales representative; send an e-mail to **sales\_support@macmillan.com**; or visit our Web site at **macmillanhighered.com**.

## **Acknowledgments**

Like every edition that preceded it, this book grew out of a collaboration with teachers and students across the country and with the talented staff of Bedford/St. Martin's. I am grateful for everyone's thoughtful contributions.

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Thanks to Edwin Hill, Vice President of Humanities for Macmillan Education; Leasa Burton, Publisher for Composition; and Vivian Garcia, Executive Editor for Developmental English. Editorial assistant Eliza Kritz helped with innumerable tasks, from running review programs to assisting with manuscript preparation. We were very fortunate to have Annette Pagliaro Sweeney and Louis Bruno, production editors, shepherding *Real Writing* through production, as well as Matt Rosenquist at Graphic World. Overseeing and thoughtfully contributing to all aspects of the design was Anna Palchik, senior art director. Thanks to Billy Boardman for his work on the cover design. I must also extend tremendous gratitude to the sales and marketing team. Christina Shea, senior marketing manager, has been a great advocate for all my books and has helped me to forge greater connections with the developmental market and to stay up to date on its needs. And I continue to be deeply thankful for the hard work and smarts of all the sales managers and representatives.

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As he has in the past, to my great good fortune, my husband Jim Anker provides assurance, confidence, steadiness, and the best companionship throughout the projects and the years. His surname is supremely fitting.

- Susan Anker

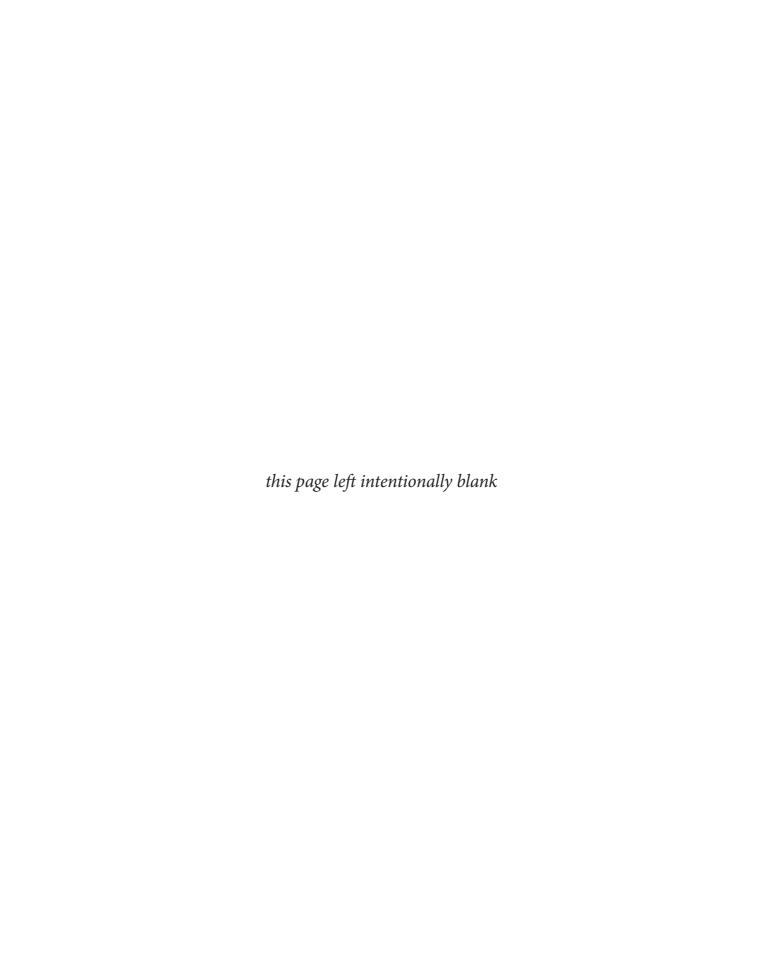
In addition to the names already mentioned, I wanted to thank Alexis Walker, former Executive Editor for Developmental Studies at Bedford/St. Martin's, for asking me to be involved in this project. Although it was initially a bit of a surprise to be

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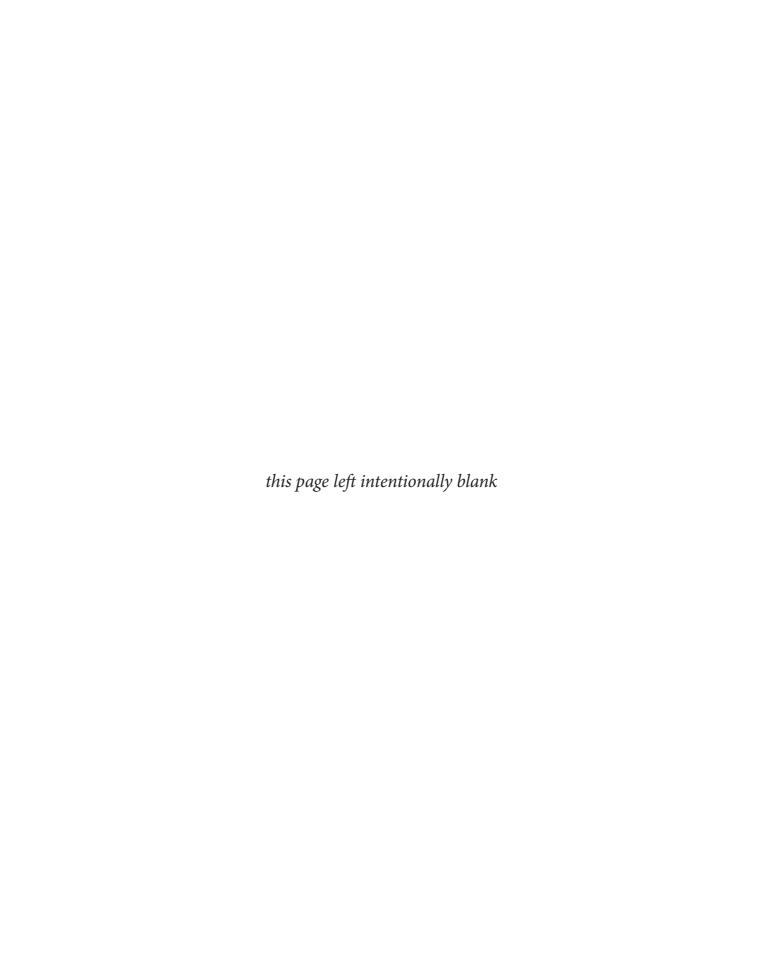
- Nicole Aitken



# Part 1

How to Write Paragraphs and Essays





# Critical Thinking, Reading, and Writing

# **Making Connections**

# READING ROADMAP

## **Learning Objectives**

Chapter Goal: Learn how to become a prepared and active student as well as a critical thinker, reader, and writer.

#### Tools to Achieve the Goal:

- Student Preparedness Checklist (p. 5)
- Four Basics of Critical Thinking (p. 11)
- 2PR: The Critical Reading Process (p. 13)
- Writing Critically about Readings (p. 21)
- Writing Critically about Visuals (p. 25)
- Problem Solving (p. 28)

## **Key Terms**

Skim Chapter 1 before reading. Find these words or terms in **bold** type. Put a check mark next to each once you locate it.

critical thinking	main idea
making	purpose
connections	support
assumptions	summary
biases, critical	analysis
reading	synthesis
boldface	evaluatio
guiding question	Z pattern

# **Guided Reading for Chapter 1**

Fill out the following chart before you begin reading. For each skill, write what you know about the skill and what you would like to know upon completing the chapter. At the end of the chapter, you will be asked to share what you learned about each skill.

Skill	When I have used this skill	What I want to know about this skill
Preparing for success		
Thinking critically		
Using the critical reading process		
Writing critically about readings		
Writing critically about visuals		
Problem solving		



# **Understanding College Success**

If you are reading this chapter, you probably just started a college writing course, and you might not know what to expect. What will the teacher require? What will class be like? How do I get through it—and all my courses—successfully?

Students come to college from all walks of life and with different types of experiences and backgrounds. What may be common knowledge to you about how to be a successful student may be a new idea to another student, or it could even be a strategy that one of your classmates used at one time but has forgotten. Before starting any course, it is important not only to purchase your supplies and attend class but also to put yourself into a mind-set that will help create a successful college experience for you.

In the first section of this chapter, you will learn about common expectations that many college writing instructors have of their students. Some of these expectations may be familiar to you, and some may be new. It is important not only to be aware of these expectations, but also to set goals for yourself for the semester. Setting goals helps you focus your time in the classroom and identify what you want to learn in this class. The writing classroom, however, is a bit different from other classes you may enroll in because a writing class is a writing community. At times, you may find the experience of sharing your writing uneasy or uncomfortable, but learning to work with others to brainstorm, draft, revise, and edit papers will help you become a stronger writer. By understanding your role in that community and how that community will help you grow as a writer and a student, you will be better equipped to prepare for the semester and become a more successful student.

# Becoming a Prepared and Active Student

All students can benefit from thinking carefully about the strategies that will help them become successful in class. During the first week of class, your instructor should distribute a syllabus or some other document with expectations and policies. Not all policies and expectations will be the same because every instructor and every course is different, but most share the baseline expectations outlined here. You should be aware of them as you start this course because your instructor will expect you to understand and adhere to them throughout the semester.

## PRACTICE 1 Learn more about your own preparedness

Take a few minutes to go through the list of items on the next page that make a student more prepared and mentally ready to engage with the course. How many of these items are ones that you already employ? Why have you chosen to use them? If you haven't used one of them, why not? Would you be willing to try? Why or why not?

After writing about your own preferences, interview one or two other students in the class—preferably those who are not sitting in the same general area as you. What did they write in their own responses? Why did they make the choices they did? What does this tell you about the way different people learn and participate in a class?

# Student Preparedness Checklist

Item	What it means	Do you do this?
Treat your course as seriously as you would a job.	Your boss does not <i>give</i> you money—you <i>earn</i> it, through hard work and professional behavior. Likewise, your instructor does not <i>give</i> you a grade. You <i>earn</i> the grade you get. Think of your coursework as a job that can lead to bigger and better things—if you work hard and perform well.	
Come to class on time, and stay until your instructor dismisses you.	Again, going to class is like going to a job—you have to come and go on the boss's schedule, not your own. When you arrive late or leave early, you not only disrupt other students, you might miss instructions for the day's work, and you may miss additional instructions for homework to prepare for the next day.	
Come to class prepared.	You have to do your homework or expect to fail. Even if you have never regularly done homework before and have managed to pass, you will not pass in college. You will also likely have points taken off for late homework. Some instructors may even ask you to leave class or count you as absent if you do not have your homework completed.	
Connect to others in class.	Students often sit in the same places for each class. Exchange names, phone numbers, and e-mail addresses with at least one student who sits near you. That way, if you miss a class, you can find out from that person what you missed. You might also want to study with that person.	
Let your instructor know if you know you are going to miss class, and contact him or her about the work you missed.	Be a good communicator. Instructors can help you make up what you have missed—but only if you have made a connection and communicate in a clear, respectful way. Send an e-mail or call your instructor to find out what you missed, and make sure you write in clear language—not texting language.	
Read the syllabus carefully and hang onto it the entire semester.	Your instructor will expect you to know what the homework is and when assignments are due: Your syllabus will tell you. Always bring your syllabus to class, in case your instructor announces updates or reminders.	
Get to know your instructor.	Communication is important. If you get a low grade or do not understand something, ask in class, via e-mail, or visit your instructor during office hours. It is up to you to take steps to clear up anything you do not understand.	
Participate in class: ask questions, answer questions, and make comments.	Do not be afraid of making a stupid comment or giving the wrong answer. That is part of the learning process. Plus, many instructors grade on participation.	

Item	What it means	Do you do this?
Listen and take notes.	When the instructor is talking, listen carefully, but do not try to write down every word he or she says. To figure out what you should make a note of, look at the instructor. Important points are often signaled with a hand gesture, a note on the board, or a change in the tone of the instructor's voice.	
Don't hide.	The further back in the classroom you sit, or the closer you are to a back corner, the more tempting it is to let your mind wander or to stop focusing on class material. If you want to keep your mind focused on the task at hand, try to get a seat near the front of the class.	
Schedule your time wisely.	If you choose to wait until the last minute to work on a large project, you will either not be able to finish or you will do a bad job and get a bad grade.  Part of being a successful student is the ability to schedule your time.	

## **Setting Goals**

You may already know what kind of degree you want to pursue in college and what type of job you want in the future. With these long-term goals in mind, you also need shorter-term goals—steps that help you get where you want to go. To be successful in any course, it is important to identify both your long-term and short-term goals. These goals give you a reason to attend class and a tangible goal to work toward. Consider each of the following as you start this new semester.

## PRACTICE 2 Look ahead to writing goals

List at least four writing goals—skills you want to learn, practice, or improve in this course. Be as specific as possible. For example, "Learn to write better" is too general to help you focus on what you need to do. A better example could be "Learn how to write clear thesis statements." Throughout the course, refer to these goals, changing or updating them as needed. As you progress through the semester, you may find that your goals become more specific. The list will give you a way to reflect on the skills and abilities that you are actively developing.

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3.	
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## PRACTICE 3 Look ahead to reading goals

Identify at least four reading goals—skills you want to learn, practice, or improve in this course. Be as specific as possible. For some people, this is not as easy to identify or articulate as their writing goals because we don't often think about our reading as a process. Do your best to think about what happens when you, personally, sit down to read. Do you need to work on limiting distractions when you read? Do your best to identify what, exactly, you would like to improve. Then, throughout the course, refer to this list of skills and abilities to help you refine what you've learned.

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## PRACTICE 4 Looking ahead to degree goals

Whether or not you have decided what you want to major in, you should still ask yourself some questions now. Which majors interest me? Which courses would I need to take to complete the major(s) that interest me? What are the required core courses that every student must take to graduate, and when should I take those courses?

Course requirements for each major are listed in the college bulletin and on the college Web site. It's a good idea, though, to sit down with your academic adviser as soon as possible to plan a sequence of courses. If you are like most students, you are juggling a lot of important priorities, and having a plan to reach your goals will help you achieve them. Write your tentative plans in the spaces provided.

l (might) want to major in			
Courses I will need for that major (If you do not know your major yet, list			
the courses required for all students.)			

# Becoming a Critical Thinker

"To be successful, be a critical thinker." This statement is becoming more and more common, and it is true. College courses require critical thinking. Workplaces require it. Life requires it. The good news is, you already practice critical thinking, and it is a skill you can strengthen, as you will learn in this chapter.

Take a closer look at a type of critical thinking with which you are already familiar: making judgments about what to buy, or not to buy, based on product labels and advertising. First, **study** the picture to the right. **Ask yourself:** 

• Why did the designers of this label make the choices that they did?



COURTESY OF BETH CASTRODALE

- What textual and visual elements of the label suggest health and purity?
- Make a connection to your daily life: Are you any more likely to purchase Pure Health Water or any type of bottled water based on this label? Why or why not?

Now, study this advertisement from Tappening, an environmental group. Ask yourself:

- What is this ad's main message?
- What is the message behind the **boldface** note in the lower left corner of the ad?
- Make a connection to the previous label: How would the creator of the Tappening ad respond to the way the bottled-water company presents its product?

