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KEY=TOPIC - SANTOS MARQUES

Fast Food Nation

The Dark Side of the All-American Meal

Houghton Mifflin Harcourt Explores the homogenization of American culture and the impact of the fast food industry on modern-day health, economy, politics, popular culture, entertainment, and food production.

Frankenstein (Modern English Translation)

Carefully edited for modern readers to allow for easier reading Obsessed with the secret of creation, Swiss scientist Dr. Victor Frankenstein cobbles together a body he's determined to bring to life. And one fateful night, he does. When the creature opens his eyes, the doctor is repulsed: his vision of perfection is, in fact, a hideous monster. Dr. Frankenstein abandons his creation, but the monster won't be ignored, setting in motion a chain of violence and terror that shadows Victor to his death. Mary Shelley's Frankenstein, a gripping story about the ethics of creation and the consequences of trauma, is one of the most influential Gothic novels in British literature. It is as relevant today as it is haunting.

To Kill a Mockingbird

Harper Collins Voted America's Best-Loved Novel in PBS's The Great American Read Harper Lee's Pulitzer Prize-winning masterwork of honor and injustice in the deep South—and the heroism of one man in the face of blind and violent hatred One of the most cherished stories of all time, To Kill a Mockingbird has been translated into more than forty languages, sold more than forty million copies worldwide, served as the basis for an enormously popular motion picture, and was voted one of the best novels of the twentieth century by librarians across the country. A gripping, heart-wrenching, and wholly remarkable tale of coming-of-age in a South poisoned by virulent prejudice, it views a world of great beauty and savage inequities through the eyes of a young girl, as her father—a crusading local lawyer—risks everything to defend a black man unjustly accused of a terrible crime.

Ideas Have Consequences

Expanded Edition

University of Chicago Press Originally published in 1948, at the height of post-World War II optimism and confidence in collective security, Ideas Have Consequences uses “words hard as cannonballs” to present an unsparing diagnosis of the ills of the modern age. Widely read and debated at the time of its first publication, the book is now seen as one of the foundational texts of the modern conservative movement. In its pages, Richard M. Weaver argues that the decline of Western civilization resulted from the rising acceptance of relativism over absolute reality. In spite of increased knowledge, this retreat from the realist intellectual tradition has weakened the Western capacity to reason, with catastrophic consequences for social order and individual rights. But Weaver also offers a realistic remedy. These difficulties are the product not of necessity, but of intelligent choice. And, today, as decades ago, the remedy lies in the renewed acceptance of absolute reality and the recognition that ideas—like actions—have consequences. This expanded edition of the classic work contains a foreword by New Criterion editor Roger Kimball that offers insight into the rich intellectual and historical contexts of Weaver and his work and an afterword by Ted J. Smith III that relates the remarkable story of the book's writing and publication.

Understanding and Evaluating Research

A Critical Guide

SAGE Publications Understanding and Evaluating Research: A Critical Guide aims to sensitize students to the necessity of learning how not to defer to the mysterious authority of the experts, but rather to learn how to be a critical consumer of others' research, and to

gain confidence in their ability to be producers of research. Sue McGregor shows students how to be research literate, and how to find, critique and apply other people's scholarship. This textbook is grounded in a solid understanding of the prevailing research methodologies for creating new knowledge (philosophical underpinnings), which in turn dictate problem posing, theory selection, and research methods (tasks for sampling, collecting and analyzing data, and reporting results).

Great Writing 5: From Great Essays to Research

Cengage Learning The new edition of the Great Writing series provides clear explanations, extensive models of academic writing and practice to help learners write great sentences, paragraphs, and essays. With expanded vocabulary instruction, sentence-level practice, and National Geographic content to spark ideas, students have the tools they need to become confident writers. Updated in this Edition: Clearly organized units offer the practice students need to become effective independent writers. Each unit includes: Part 1: Elements of Great Writing teaches the fundamentals of organized writing, accurate grammar, and precise mechanics. Part 2: Building Better Vocabulary provides practice with carefully-selected, level-appropriate academic words. Part 3: Building Better Sentences helps writers develop longer and more complex sentences. Part 4: Writing activities allow students to apply what they have learned by guiding them through writing, editing, and revising. Part 5: New Test Prep section gives a test-taking tip and timed task to prepare for high-stakes standardized tests, including IELTS and TOEFL. The new guided online writing activity takes students through the entire writing process with clear models for reference each step of the way. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Writing a Successful Research Paper

A Simple Approach

Hackett Publishing This brief, practical guide offers a clear and comprehensive strategy for conceptualizing, approaching, and executing the task of writing a research paper in the humanities and social sciences. In addition, it provides: a critical and process-oriented approach to the tasks of topic selection, formulation of the research question, thesis development, and argumentation. judiciously selected examples drawn from a broad range of disciplines. concise treatment of the aims, methods, and conventions of scholarly research, including the opportunities and pitfalls of Internet use. a wealth of conceptual and organizational tools, and more.

501 Writing Prompts

"This eBook features 501 sample writing prompts that are designed to help you improve your writing and gain the necessary writing skills needed to ace essay exams. Build your essay-writing confidence fast with 501 Writing Prompts!" --

Persuasive Writing

Scholastic Inc. Provides practical ideas and strategies for exploring and teaching persuasive writing in grades 4-8. Includes reproducibles, graphic organizers, mini-lessons and check-lists.

Suggestions to Medical Authors and A.M.A. Style Book

With a Guide to Abbreviation of Bibliographic References ; for the Guidance of Authors, Editors, Compositors, and Proofreaders

Perspectives on Argument

Pearson This is the eBook of the printed book and may not include any media, website access codes, or print supplements that may come packaged with the bound book. ALERT: Before you purchase, check with your instructor or review your course syllabus to ensure that you select the correct ISBN. Several versions of Pearson's MyLab & Mastering products exist for each title, including customized versions for individual schools, and registrations are not transferable. In addition, you may need a CourseID, provided by your instructor, to register for and use Pearson's MyLab & Mastering products. Packages Access codes for Pearson's MyLab & Mastering products may not be included when purchasing or renting from companies other than Pearson; check with the seller before completing your purchase. Used or rental books If you rent or purchase a used book with an access code, the access code may have been redeemed previously and you may have to purchase a new access code. Access codes Access codes that are purchased from sellers other than Pearson carry a higher risk of being either the wrong ISBN or a previously redeemed code. Check with the seller prior to purchase. --

Elements of Argument

A Text and Reader

Macmillan Elements of Argument combines a thorough argument text on critical thinking, reading, writing, and research with an extensive reader on both current and timeless controversial issues. It presents everything students need to analyze, research, and write arguments. Elements of Argument covers Toulmin, Aristotelian, and Rogerian models of argument and has been thoroughly updated with current selections students will want to read. It now includes additional support for academic writing, making it a truly flexible classroom resource. An electronic edition is available at half the price of the print book. Read the preface.

The Structure of Argument

Macmillan The Structure of Argument covers critical thinking, reading, writing, and research. It is concise but thorough and presents everything students need in an affordable, compact format. The Structure of Argument includes questions, exercises, and writing assignments, and a full semester's worth of readings. Now presenting Aristotelian and Rogerian as well as Toulmin argument, it includes many fresh readings and additional support for academic writing to help students stake their claim. Its emphasis on Toulmin argument makes Structure highly teachable, since the approach fits with the goals of the composition course. An electronic edition is available at half the price of the print book.

Perspectives on Contemporary Issues

Cengage Learning Presenting a variety of viewpoints on current issues across disciplines, PERSPECTIVES ON CONTEMPORARY ISSUES, 8e, equips readers to think, read, and write critically. Emphasizing writing and research, Part I offers separate chapters on reading critically, the writing process, writing a summary, the critique, argumentation, synthesis requiring documentation, and the research paper. Part II is packed with captivating readings organized by broad-based curricular areas. Helping students fully engage on a personal level, questions at the end encourage a reaction to the readings while Responding to Visuals sections prompt students to analyze images. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Building Better Essays

*Cengage Learning Teaching writing as part of a building activity provides students with an easy to remember image that helps them understand and apply good writing construction. This building process helps them see how each writing block sets the foundation for the next block; as a result, their confidence in writing skills grows. The first foundational block is writing correct sentences, the second, writing effective paragraphs, and finally writing effective essays. Just as actual foundations require raw materials, so does each writing building block require specific elements. For example, in grammar, to build a correct sentence, you need nouns, verbs, prepositions, conjunctions, and other grammatical elements. As the third book of the Building Better series, *Building Better Essays* builds on students' knowledge of effective paragraph construction, covered in *Building Better Paragraphs*, to get them to the next step of putting paragraphs together successfully for coherent essays. Many writing books present content in too complex a manner without enough opportunities for practice or present so many topics that simply overwhelm the student. The Building Better series evolved to be flexible enough that they can also be used as a quick reference guide by all college students or writing instructors. Any student who needs help writing concise and clear essays can benefit from the pedagogy of *Building Better Essays*. Instructors looking for a rich focus on essay construction, simple and brief explanations that are easy to remember, and variety of practice exercises will find it in *Building Better Essays*. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.*

Handbook of Research Methodology

A Compendium for Scholars & Researchers

Educreation Publishing This comprehensive Handbook is aimed at both academic researchers and practitioners in the field of research. The book's 8 chapters, provide in-depth coverage of research methods based on the revised syllabus of various universities especially considering the students of under graduate, post graduate and doctorate level. This book is a product of extensive literature survey made by the authors. The authors have made sincere efforts to write the book in simple language. The book comprises all the aspects according to new syllabus of PCI and APJ Abdul Kalam Technical University, Lucknow. Though this book is intended for the use of pharmacy students of any level yet it can also be useful to students of applied fields and medical students. The book deals with interdisciplinary fields such as finding research problems, writing research proposals, obtaining funds for research, selecting research designs, searching the literature and review, collection of data and analysis, preparation of thesis, writing research papers for journals, citation and listing of references, preparation of visual materials, oral and poster presentation in conferences, minutes of meetings, and ethical issues in research. At the end of every chapter and book some questions related to chapter have been mentioned for the support of students to understand the subject. Valuable suggestions for the improvement of this book are most welcome.

Communication for Business and the Professions: Strategies and Skills

Pearson Higher Education AU The comprehensive how-to guide to preparing students for the demands they'll face on the job. Dwyer thoroughly addresses the new-media skills that employees are expected to have in today's business environment. Now titled Communication for Business and the Professions: Strategies and Skills, the fifth edition presents these technologies in the context of proven communication strategies and essential business English skills. With new and updated content on social media and technology, Dwyer provides comprehensive coverage of communication strategies and skills by linking theory and research with practical skills and examples. Dwyer believes in expanding our knowledge of what we can do to interact effectively and provides us with working models to practise and refine how well we do it. This edition continues to provide a solid background in communication, stimulate critical thinking, and promote active learning through a variety of features and activities.

301 Writing Ideas

Creative Prompts to Inspire Prose

Chartwell Books Conquer that blank page staring back at you! 301 Writing Ideas is a guided journal designed to get you writing right away, so you spend less time pondering and more time expressing your true thoughts and feelings. Whether you want to journal your thoughts and feelings, improve your writing skills, or write a novel, let the 301 diverse questions inspire you to get your thoughts out of your head and onto the page. And with so many prompts, you can turn your writing into a daily practice that may even become a lifelong habit. Describe a moment in time when you wished you could disappear. What was the last thing that made you cry? Do you feel fulfilled by your work? Why or why not? Write about a song that reminds you of a time from childhood. With lots of space to write, this journal has a minimal design that will allow your prose to shine and the prompt text to recede into the background, making for a writer's keepsake. The layflat format facilitates your focus on your writing. So, are you ready to open your mind, start writing, and feel gratified? This is just the beginning of something big! With so much of our lives and contact going digital, the Creative Keepsakes journals offer an intimate way to nurture your connection with yourself and the people around you. An entertaining way to get off your screen, these guided and free-form journals are great for writers and artists alike. Each journal offers content around a different theme, including silly prompts for a laugh, random yet thoughtful questions, inspiration for art and composition, interactive prompts to learn about your heritage, and blank interiors on high-quality paper stock to use as your creative canvas. Beautifully designed and full of mindful prompts, channel your inspiration as you put pen (or pencil, or marker, or crayon!) to paper to learn more about yourself, your talents, and the people you love. Also in this Series: 3,001 Questions All About Me, 301 Things to Draw, Create Comics: A Sketchbook, Inner Me, Internet Password Book, My Father's Life, My Grandmother's Life, My Life Story, My Mother's Life, 3,001 This or That Questions, My Grandfather's Life, Create the Poem, Complete the Drawing Journal, Mom and Me Journal, Why I Love You Journal, Create the Story, and Destroy & Design

The Art of Failure

An Essay on the Pain of Playing Video Games

MIT Press An exploration of why we play video games despite the fact that we are almost certain to feel unhappy when we fail at them. We may think of video games as being "fun," but in The Art of Failure, Jesper Juul claims that this is almost entirely mistaken. When we play video games, our facial expressions are rarely those of happiness or bliss. Instead, we frown, grimace, and shout in frustration as we lose, or die, or fail to advance to the next level. Humans may have a fundamental desire to succeed and feel competent, but game players choose to engage in an activity in which they are nearly certain to fail and feel incompetent. So why do we play video games even though they make us unhappy? Juul examines this paradox. In video games, as in tragic works of art, literature, theater, and cinema, it seems that we want to experience unpleasantness even if we also dislike it. Reader or audience reaction to tragedy is often explained as catharsis, as a purging of negative emotions. But, Juul points out, this doesn't seem to be the case for video game players. Games do not purge us of unpleasant emotions; they produce them in the first place. What, then, does failure in video game playing do? Juul argues that failure in a game is unique in that when you fail in a game, you (not a character) are in some way inadequate. Yet games also motivate us to play more, in order to escape that inadequacy, and the feeling of escaping failure (often by improving skills) is a central enjoyment of games. Games, writes Juul, are the art of failure: the singular art form that sets us up for failure and allows us to experience it and experiment with it. The Art of Failure is essential reading for anyone interested in video games, whether as entertainment, art, or education.

Writing Your Journal Article in Twelve Weeks

A Guide to Academic Publishing Success

SAGE `A comprehensive, well-written and beautifully organized book on publishing articles in the humanities and social sciences that will help its readers write forward with a first-rate guide as good company.' - Joan Bolker, author of Writing Your Dissertation in Fifteen Minutes a Day `Humorous, direct, authentic ... a seamless weave of experience, anecdote, and research.' - Kathleen McHugh,

professor and director of the UCLA Center for the Study of Women Wendy Laura Belcher's *Writing Your Journal Article in Twelve Weeks: A Guide to Academic Publishing Success* is a revolutionary approach to enabling academic authors to overcome their anxieties and produce the publications that are essential to succeeding in their fields. Each week, readers learn a particular feature of strong articles and work on revising theirs accordingly. At the end of twelve weeks, they send their article to a journal. This invaluable resource is the only guide that focuses specifically on publishing humanities and social science journal articles.

Generational Bridges to the World's Troubles

Personal Stories: How Dartmouth '64S and '14S Are Making a Difference in the Lives of Others

AuthorHouse Through personal stories this book demonstrates that generations 50 years apart in their college experiences share a commitment to address the world's troubles as their own and to make a difference in the lives of others. The stories are written by members of the Dartmouth Classes of 1964 and 2014 and reflect diverse ways of giving back to their communities. The classmate stories are complemented by special stories by the current President of Dartmouth, the only other living President of Dartmouth and the Dean of the College when members of the class of 1964 were students.

Composing Research, Communicating Results

Writing the Communication Research Paper

John Wiley & Sons *Composing Research, Communicating Results: Writing the Communication Research Paper* provides communication students with the knowledge and necessary tools to compose a variety of course-required papers that are scholarly, accessible, and well-written. The first work of its kind to take students from brainstorming to outlining to sentence and paragraph construction to paper presentation, drawing on student-written examples Easy-to-understand explanations of passive voice, point of view, commonly accepted citation styles, and more, with current and relatable student-written examples Covers common writing assignments in communication and related courses, including the literature review, application paper, and empirical research paper Four pedagogical features enhance comprehension and support learning: "Write Away" quick exercises, integratable "Building Blocks" assignments, "Engaging Ethics" tips, and "Student Spotlight" examples

Steps to Writing Well

Cengage Learning With the most coverage of the writing process of any rhetorical writing guide, *STEPS TO WRITING WELL* has helped thousands of students learn to write effective academic essays. Jean Wyrick's text is known for its student-friendly, approachable tone and the way it presents rhetorical strategies for composing essays in an easy-to-follow progression of useful lessons and activities. With thoughtful instruction, almost 40 student and professional readings, and a wealth of short and long assignments, the text gives students the models and practice they need to write well-constructed essays with confidence. This 13th edition features useful new visual learning aids; many new student samples, professional readings, and advertisements; new essay assignments that promote using sources and multiple rhetorical strategies; a new organization for expository writing assignments and research; and updated discussions of drafting and reading multimodal texts. Each student text is packaged with a free Cengage Essential Reference Card to the *MLA HANDBOOK, Eighth Edition*. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

A Systematic Guide to Write a Research Paper

Excel Books India

Relevance in Argumentation

Routledge In *Relevance in Argumentation*, author Douglas Walton presents a new method for critically evaluating arguments for relevance. This method enables a critic to judge whether a move can be said to be relevant or irrelevant, and is based on case studies of argumentation in which an argument, or part of an argument, has been criticized as irrelevant. Walton's method is based on a new theory of relevance that incorporates techniques of argumentation theory, logic, and artificial intelligence. The work uses a case-study approach with numerous examples of controversial arguments, strategies of attack in argumentation, and fallacies. Walton reviews ordinary cases of irrelevance in argumentation, and uses them as a basis to advance and develop his new theory of irrelevance and relevance. The volume also presents a clear account of the technical problems in the previous attempts to define relevance, including an analysis of formal systems of relevance logic and an explanation of the Grecian notion of conversational relevance. This volume is intended for graduate and advanced undergraduate courses in those fields using argumentation theory--especially philosophy, linguistics, cognitive science and communication studies, in addition to argumentation. The work also has practical use, as it applies theory directly to familiar examples of argumentation in daily and professional life. With a clear and comprehensive method for determining relevance and irrelevance, it can be convincingly applied to highly significant practical problems about relevance, including those in legal and political argumentation.

Writing for College: the Eight Step Program to Writing Academic Argument Papers Using the Template Method

Lulu.com

The Tipping Point

How Little Things Can Make a Big Difference

Little, Brown From the bestselling author of *The Bomber Mafia*: discover Malcolm Gladwell's breakthrough debut and explore the science behind viral trends in business, marketing, and human behavior. The tipping point is that magic moment when an idea, trend, or social behavior crosses a threshold, tips, and spreads like wildfire. Just as a single sick person can start an epidemic of the flu, so too can a small but precisely targeted push cause a fashion trend, the popularity of a new product, or a drop in the crime rate. This widely acclaimed bestseller, in which Malcolm Gladwell explores and brilliantly illuminates the tipping point phenomenon, is already changing the way people throughout the world think about selling products and disseminating ideas. "A wonderful page-turner about a fascinating idea that should affect the way every thinking person looks at the world." —Michael Lewis

Argumentative Essay

Quickstudy From pre-teen to pre-med, this 6-page laminated guide is loaded with beautifully illustrated diagrams, clearly and concisely labeled for easy identification. Illustrations by award-winning medical illustrator Vince Perez.

Argumentative Essay (Speedy Study Guides)

Speedy Publishing LLC Persuade your readers to take your side of the argument by learning to craft strong argumentative essays exploding with well-picked information. This quick study guide will help you become more effective at argumentative writing. In the next pages, you will learn about doable tips on and the different stages of writing. Master the art of persuasion by ordering a copy today.

iGen

Why Today's Super-Connected Kids Are Growing Up Less Rebellious, More Tolerant, Less Happy--and Completely Unprepared for Adulthood--and What That Means for the Rest of Us

Simon and Schuster As seen in *Time*, *USA TODAY*, *The Atlantic*, *The Wall Street Journal*, and on *CBS This Morning*, *BBC*, *PBS*, *CNN*, and *NPR*, *iGen* is crucial reading to understand how the children, teens, and young adults born in the mid-1990s and later are vastly different from their Millennial predecessors, and from any other generation. With generational divides wider than ever, parents, educators, and employers have an urgent need to understand today's rising generation of teens and young adults. Born in the mid-1990s up to the mid-2000s, *iGen* is the first generation to spend their entire adolescence in the age of the smartphone. With social media and texting replacing other activities, *iGen* spends less time with their friends in person—perhaps contributing to their unprecedented levels of anxiety, depression, and loneliness. But technology is not the only thing that makes *iGen* distinct from every generation before them; they are also different in how they spend their time, how they behave, and in their attitudes toward religion, sexuality, and politics. They socialize in completely new ways, reject once sacred social taboos, and want different things from their lives and careers. More than previous generations, they are obsessed with safety, focused on tolerance, and have no patience for inequality. With the first members of *iGen* just graduating from college, we all need to understand them: friends and family need to look out for them; businesses must figure out how to recruit them and sell to them; colleges and universities must know how to educate and guide them. And members of *iGen* also need to understand themselves as they communicate with their elders and explain their views to their older peers. Because where *iGen* goes, so goes our nation—and the world.

Jane Austen's *Pride and Prejudice*

A Book-to-Table Classic

Penguin Puffin Plated: A Book-to-Table Reading Experience A deluxe, full-color hardback edition of the perennial Jane Austen classic featuring a selection of recipes for tea-time treats by the one and only Martha Stewart! Have your book and eat it, too, with this clever

edition of a classic novel, featuring delicious recipes from celebrity chefs. In this edition of Jane Austen's regency classic *Pride and Prejudice*, plan a fancy tea party or book club gathering with recipes for sweet confections and pastries. From maple glazed scones and delicate sugar and spice cake, to berry tartlets and French macarons. Bring your friends and family together with a good meal and a good book! Book includes full, unabridged text of Jane Austen's *Pride and Prejudice*, interspersed with recipes, food photography, and special food artwork.

They Say

The St. Martin's Guide to Writing Short Edition

Bedford/St. Martin's

Writing the Research Paper

Multicultural Perspectives for Writing in English as a Second Language

Bloomsbury Publishing Covering both theoretical and practical approaches, *Writing the Research Paper* guides students studying in English as a second or additional language through the skills necessary for success in university-level writing and research. The book begins with theoretical considerations, such as research, argumentation and critical thinking. It then offers a broad range of practical assistance covering all aspects of the writing process, including topic selection, argument, counter-argument, paragraph structure and cohesion. The book is accompanied by a companion website, writingtheresearchpaper.com. The website hosts many features, including chapter summaries, exercises, quizzes, PowerPoints, additional learning material, and technology assistance. The website also hosts numerous authentic examples of student papers at each of the critical stages of the writing process.

Steps to Writing Well, 2016 MLA Update

Cengage Learning With the most coverage of the writing process of any rhetorical writing guide, *STEPS TO WRITING WELL* has helped thousands of students learn to write effective academic essays. Jean Wyrick's text is known for its student-friendly, approachable tone and the way it presents rhetorical strategies for composing essays in an easy-to-follow progression of useful lessons and activities. With thoughtful instruction, almost 40 student and professional readings, and a wealth of short and long assignments, the text gives students the models and practice they need to write well-constructed essays with confidence. This 13th edition features useful new visual learning aids; many new student samples, professional readings, and advertisements; new essay assignments that promote using sources and multiple rhetorical strategies; a new organization for expository writing assignments and research; and updated discussions of drafting and reading multimodal texts. This edition has been updated to reflect guidelines from the 2016 MLA HANDBOOK, Eighth Edition. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Writing a Research Paper in Political Science

A Practical Guide to Inquiry, Structure, and Methods

CQ Press Even students capable of writing excellent essays still find their first major political science research paper an intimidating experience. Crafting the right research question, finding good sources, properly summarizing them, operationalizing concepts and designing good tests for their hypotheses, presenting and analyzing quantitative as well as qualitative data are all tough-going without a great deal of guidance and encouragement. *Writing a Research Paper in Political Science* breaks down the research paper into its constituent parts and shows students what they need to do at each stage to successfully complete each component until the paper is finished. Practical summaries, recipes for success, worksheets, exercises, and a series of handy checklists make this a must-have supplement for any writing-intensive political science course. New to the Fourth Edition: A non-causal research paper woven throughout the text offers explicit advice to guide students through the research and writing process. Updated and more detailed discussions of plagiarism, paraphrases, "drop-ins," and "transcripts" help to prevent students from misusing sources in a constantly changing digital age. A more detailed discussion of "fake news" and disinformation shows students how to evaluate and choose high quality sources, as well as how to protect oneself from being fooled by bad sources. Additional guidance for writing abstracts and creating presentations helps students to understand the logic behind abstracts and prepares students for presentations in the classroom, at a conference, and beyond. A greater emphasis on the value of qualitative research provides students with additional instruction on how to do it.

Practical Argument

A Text and Anthology

Macmillan From the best-selling authors of the most successful reader in America comes *Practical Argument*. No one writes for the introductory composition student like Kirszner and Mandell, and *Practical Argument* simplifies the study of argument. A straightforward, full-color, accessible introduction to argumentative writing, it employs an exercise-driven, thematically focused, step-by-step approach to get to the heart of what students need to understand argument. In clear, concise, no-nonsense language, *Practical Argument* focuses on basic principles of classical argument and introduces alternative methods of argumentation. *Practical Argument* forgoes the technical terminology that confuses students and instead explains concepts in understandable, everyday language, illustrating them with examples that are immediately relevant to students' lives.

Logical Argument in the Research Paper

Wadsworth Publishing Company *Logical Argument in the Research Paper* operate on the premise that collegiate-level writing, when cast in its most significant and sophisticated form, is argumentative. Students are shown how writers examine a potential topic, establish a stance upon that topic, defend the stance, avoid reasoning and ethical errors, and in general say something meaningful about the topic. It also includes instruction about finding sources, gathering information from them, and correctly documenting them. However, the emphasis remains on how effective writers evaluate sources, think about the information they discover, prepare a fair and informed argument, rethink and revise the argument, and finally present an argument in its completed form. *Logical Argument in the Research Paper* will help students learn some of the reasoning processes that all writers use when composing the academic argument.

The SAGE Encyclopedia of Communication Research Methods

SAGE Publications Communication research is evolving and changing in a world of online journals, open-access, and new ways of obtaining data and conducting experiments via the Internet. Although there are generic encyclopedias describing basic social science research methodologies in general, until now there has been no comprehensive A-to-Z reference work exploring methods specific to communication and media studies. Our entries, authored by key figures in the field, focus on special considerations when applied specifically to communication research, accompanied by engaging examples from the literature of communication, journalism, and media studies. Entries cover every step of the research process, from the creative development of research topics and questions to literature reviews, selection of best methods (whether quantitative, qualitative, or mixed) for analyzing research results and publishing research findings, whether in traditional media or via new media outlets. In addition to expected entries covering the basics of theories and methods traditionally used in communication research, other entries discuss important trends influencing the future of that research, including contemporary practical issues students will face in communication professions, the influences of globalization on research, use of new recording technologies in fieldwork, and the challenges and opportunities related to studying online multi-media environments. Email, texting, cellphone video, and blogging are shown not only as topics of research but also as means of collecting and analyzing data. Still other entries delve into considerations of accountability, copyright, confidentiality, data ownership and security, privacy, and other aspects of conducting an ethical research program. Features: 652 signed entries are contained in an authoritative work spanning four volumes available in choice of electronic or print formats. Although organized A-to-Z, front matter includes a Reader's Guide grouping entries thematically to help students interested in a specific aspect of communication research to more easily locate directly related entries. Back matter includes a Chronology of the development of the field of communication research; a Resource Guide to classic books, journals, and associations; a Glossary introducing the terminology of the field; and a detailed Index. Entries conclude with References/Further Readings and Cross-References to related entries to guide students further in their research journeys. The Index, Reader's Guide themes, and Cross-References combine to provide robust search-and-browse in the e-version.

Florida Studies

Proceedings of the 2009 Annual Meeting of the Florida College English Association

Cambridge Scholars Publishing This volume contains a variety of essays about Florida literature and history by scholars from across the state representing every kind of institution of higher learning, from community colleges to small liberal arts institutions to large universities. The first section, *Pedagogy*, includes essays about using Florida's environment to its fullest in the composition classroom. The essays in *Old Florida* explore Florida Cracker Westerns and slave shipwrecks off the Florida coast, as well as works by James Weldon Johnson, Rex Beach, and Zora Neale Hurston. *Contemporary Florida* is the largest section with essays that discuss, among other topics, Stephen King, Hunter Thompson, Elizabeth Bishop, and the "Dexter" novels. The essay in *Natural Florida* focuses on Florida ecocriticism.