

Everything's an Argument with Readings

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This best-selling combination rhetoric and thematically organized reader shows students how to analyze all kinds of arguments ? not just essays and editorials, but clothes, cars, ads, and Web site designs ? and then how to use what they learn to write their own effective arguments. With engaging, informal, and jargon-free instruction that emphasizes cultural currency, humor, and visual argument, Everything's an Argument is student-centered and immediately accessible. Students like this book because it helps them understand how a world of argument already surrounds them; instructors like it because it helps students construct their own arguments about that world. Also available in a brief version without the reader.

ANDREA A. LUNSFORD is professor of English at Stanford University and also teaches at the Bread Loaf School of English. A past chair of CCCC, she has won the major publication awards in both the CCCC and MLA. For Bedford/St. Martin's, she is also the author of *The St. Martin's Handbook*, Sixth Edition, *The Everyday Writer*, Fourth Edition, and *EasyWriter*, Fourth Edition, and co-author, with John J. Ruszkiewicz, of *The Presence of Others*, Fifth Edition, and *Everything's an Argument*, Fifth Edition.

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⌘ ⌘ ⌘ ⌘ ⌘ . For cases like (10b), however, if we follow the principle of minimize operator, it is necessary to delete everything but the operator and keep a copy of picture of Bill in the trace site, which should induce a Principle C violation."