



Dynamic Argument, Brief

By Robert Lamm, Justin Everett

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This cutting-edge rhetoric combines a practical, process-oriented approach to argumentative writing with dynamic visuals and fresh, contemporary content. Thoroughly tested in the authors' own classrooms, the essays--including those written by the authors' own students--serve as motivational models for student writing. Cartoons, comic strips, photographs, and skill-building exercises complement the book's process pedagogy to stimulate critical thinking on a wide range of issues. DYNAMIC ARGUMENT, Brief Second Edition, presents thirteen chapters sequenced to lead students through the writing process. From chapter to chapter, students discover a variety of persuasive writing tools. They then learn to develop their own points of view and to use logic to support them.

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Editorial Review

Review

"It is a text that has all of the components that are needed to make students critical readers, thinkers and writers. From a text that explains the technical details to well selected examples of types of writing, DYNAMIC ARGUMENT is an all in one text for the writing classroom."

"I highly recommend this book. It is very well organized and clear in its objectives. It takes you step by step through the art of persuasion in a way that builds on previously learned knowledge, reinforcing each step, then, along the way."

"Unlike many other rhetoric texts, this book presents both classic and contemporary information so students have a wide array of techniques to choose from when adapting their own style to their arguments."

About the Author

As Director of English Education at Arkansas State University since 1991, Robert Lamm teaches teachers how to teach writing. Past highlights include serving as a teacher-consultant for a National Writing Project site in Oklahoma 1980-1991 and directing an NWP site in Arkansas 1992-1999. Dr. Lamm taught graduate-level English courses at Notre Dame University (summers of 2007 and 2008) as a visiting professor. Since 2003, he has directed the Summer Writing Retreat at the Hemingway-Pfeiffer Education Center. Dr. Lamm currently is collaborating with colleagues in Syria and China on ESL research projects. In spring 2012, he will serve as a visiting professor at the University of Jilin, China. His doctoral dissertation (1994) at the University of Oklahoma was on methods of teaching argumentative writing.

Justin Everett is Interim Director of Writing Programs at the University of the Sciences, where he oversees first-year writing, the university Writing Center, writing across the curriculum, and professional writing. He also serves as acting chair of the Professional Writing faculty. In addition to first-year writing, he teaches courses in professional writing, public relations writing, advanced argumentative writing, scientific writing, rhetoric of science, and other areas. Dr. Everett is active in the Council of Writing Program Administrators, the Philadelphia Council of Writing Program Administrators, and the Independent Writing Programs Affiliate of the CWPA. When not administering writing programs, Dr. Everett serves as co-chair of the Pulp Studies area for the Popular Culture Association.

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