

- I Composing in a Visual Era
- Introduction: Writing for Different Purposes in Different Media
- 1 The Rhetorical Situation
 - a The rhetorical triangle
 - b A writer's audience
 - c A writer's ethos
 - d A writer's purpose
- 2 Words, Images, and Graphics
 - a Multimedia writing
 - b Communicating with words, images, and graphics
 - c Where images and graphics work best
 - d Where words work best
- II Planning, Drafting, and Revising
- 3 Planning and Drafting
 - a Establish your goals
 - b Explore your topic
 - c Write a working thesis
 - d Plan a strategy
 - e Compose a draft
 - f Write as a member of a team
 - g Stay organized
- 4 Composing Paragraphs
 - a Focus your paragraphs
 - b Organize your paragraphs
 - c Make your paragraphs coherent
 - d Consider paragraph length
 - e Link across paragraphs
 - f Write effective beginning and ending paragraphs
- 5 Rewriting, Editing, and Proofreading
 - a Switch from writer to reader
 - b Learn strategies for rewriting
 - c Respond to other writers' drafts
 - d Edit for particular goals
 - e Proofread carefully
 - f Learn to edit the writing of others
- III Writing in College and Beyond
- 6 Critical Reading and Viewing
 - a Two kinds of reading and viewing
 - b Critical reading
 - c Verbal fallacies
 - d Critical viewing
 - e Visual fallacies
- 7 Analyzing Verbal and Visual Texts
 - a The aim of analysis
 - b Analyze the context and the text
 - c Develop and organize a rhetorical analysis

- d Sample rhetorical analysis
- e Analyze images and other kinds of visual texts
- 8 Writing to Reflect
- a Find a reflective topic
- b Identify a focus
- c Develop a response
- d Sample reflective essay
- e A reflective magazine article
- 9 Writing to Inform
- a Find an informative topic
- b Narrow your topic and write a thesis
- c Develop and organize your ideas
- d Sample informative essay
- e An informative brochure
- 10 Writing to Persuade
- a Find an arguable topic
- b Make an arguable claim
- c Develop and organize good reasons
- d Sample proposal argument
- e A persuasive Web site
- f A persuasive letter of application and resume
- IV Designing and Presenting
- 11 Design Basics
- a Create visual relationships
- b Make similar items look similar
- c Make different items look different
- d Understand type styles
- 12 Illustrations, Tables, and Charts
- a Illustrations
- b Image editors
- c Formats and printers
- d Tables
- e Charts and graphs
- 13 Verbal and Visual Presentations
- a Plan a presentation
- b Design effective visuals
- c Deliver a presentation with visuals
- 14 Writing for the Web
- a Plan a Web site
- b Define specific goals
- c Design for the Web
- V Researching
- 15 Planning Your Research
- a Analyze the research task
- b Set a schedule
- c Find a topic that interests you

- d Ask a question and draft a working thesis
- e Decide what kind of research you need to do
- f Plan your field research
- 16 Finding Print Sources in Libraries