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This cutting-edge rhetoric with readings combines a process-oriented approach to persuasive writing with captivating essays and dynamic visuals. Thoroughly tested in the authors' own classrooms, the engaging readings explore different perspectives on relevant topics such as health, pop culture, and the individual in society, bringing to life issues students grapple with in their lives as citizens, consumers, and family members. The essays--including those written by the authors' own students--serve as motivational models for student writing. Cartoons, comic strips, and photographs complement the readings and stimulate critical thinking on a wide range of issues. The rhetoric section of Dynamic Argument presents twelve 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. A complete technology package accompanies the text, making teaching and learning writing even more dynamic.