

<b>PREFACE: A MULTI-GENRE APPROACH</b> . . . . .	xi
<b>ACKNOWLEDGEMENTS</b> . . . . .	xxi
<b>UNIT I: BUILDING A FOUNDATION FOR ARGUMENTS</b> . . . . .	1
<b>Chapter 1</b>	
<b>Intersecting Issues</b> . . . . .	3
<i>Joe Chemo</i> (spoof ad)	
What You Already Know about Arguments . . . . .	4
<i>Malboro: The New Frontier</i> (spoof ad) . . . . .	5
<i>I Can Quit Anytime</i> (political cartoon) . . . . .	7
by Mike Luckovich	
<i>The Nicotine of the Lying</i> (political cartoon) . . . . .	8
by Dan Wassermans	
<i>Another Puff</i> (lyrics) . . . . .	9
by Jerry Reed	
“ <i>Smoking is Sexy</i> ” (screenplay) . . . . .	11
by Jason Reitman	
<i>The Mod Squad: The Tobacco, Gun and Alcohol Clan</i> (fiction) . . . . .	15
by Christopher Buckley	
What You Need to Know about Arguments . . . . .	16
<b>Chapter 2</b>	
<b>Seeing Arguments</b> . . . . .	19
<i>Grand Theft Auto</i> (political cartoon) . . . . .	19
by Mark Parisi	
Dealing with the Rhetorical Elements of Argument . . . . .	20
The Rhetorical Elements of an Argument . . . . .	20
The Claim: The Position . . . . .	20
The Issue: Stasis Theory . . . . .	21
The Evidence . . . . .	21
Ethos: Claiming Authority . . . . .	22
Pathos: Using Emotions . . . . .	23
Enargeia . . . . .	24
Honorific/Pejorative . . . . .	24
Logos: Using Logic . . . . .	25
Deductive Appeal . . . . .	25
Inductive Appeal . . . . .	26
Logical Fallacies . . . . .	30

<b>Chapter 3</b>	<b>Reading and Annotating Written Arguments</b> . . . . .	33
	<i>I think you should be more explicit</i> (political cartoon) . . . . .	33
	by S. Harris	
	Effective Reading Skills . . . . .	34
	Effective Annotating Skills . . . . .	34
	Annotation Assignment: . . . . .	34
	<i>Kennedy Assassination: How about the Truth?</i> (essay) . . . . .	35
	by Gerald R. Ford and David W. Belin	
<b>Chapter 4</b>	<b>The Process of Writing Arguments</b> . . . . .	41
	The Rhetorical Situation . . . . .	41
	Why are you writing? . . . . .	41
	Know your audience . . . . .	42
	Find a Claim . . . . .	43
	Classical Method . . . . .	43
	Toulmin Method . . . . .	44
	Rogerian Method . . . . .	45
	Gaming Model . . . . .	46
	What form will you use? . . . . .	47
	The Process of Arguing: The Process of Writing . . . . .	49
	Argument Writing Process Checklist . . . . .	49
	<b>UNIT II: ALTERNATE APPROACHES TO ARGUMENT</b> . . . . .	51
<b>Chapter 5</b>	<b>Visual Arguments</b> . . . . .	53
	<i>Baby Loves McDonalds</i> (ad) . . . . .	53
	Why study visual discourse in an English course? . . . . .	54
	Advertising . . . . .	55
	<i>Tommy: Follow the Flock</i> (ad) . . . . .	55
	The Nine American Lifestyles by Arnold Mitchell . . . . .	56
	<i>I Have Thunder Thighs</i> , Nike (ad) . . . . .	57
	<i>Prozac: Wash Your Blues Away</i> (spoof ad) . . . . .	58
	What techniques do advertising companies use? . . . . .	58
	Logos techniques . . . . .	58
	Weasel Words . . . . .	58
	Ethos techniques . . . . .	61
	<i>We Can Do It</i> (war poster) . . . . .	62
	Pathos techniques . . . . .	62
	<i>Destroy This Mad Brut</i> , US Army (war poster) . . . . .	63
	What visual techniques do advertising companies use? . . . . .	64

Understanding the Use of Color in Visuals . . . . .	66
Problems with Understanding Visuals . . . . .	68
<i>A Dollar a Song? Napster</i> (ad) . . . . .	69
Political Campaigns . . . . .	70
<i>A Look at the Record: JFK Campaign</i> (political poster) . . . . .	70
Cartoons . . . . .	71
<i>What is the Secret of the Icon?</i> (comics) . . . . .	71
by Scott McCloud	
Political Cartoon . . . . .	78
<i>Standing Tall on TV: Iran-Contra Affair</i> (political cartoon) . . . . .	78
by Herblock	
Regular Cartoon . . . . .	79
<i>Special Program for Writing Love Letters</i> (cartoon) . . . . .	79
by Randy Gasbergen	
TV Cartoon . . . . .	80
<i>Lorax</i> (cartoons) . . . . .	80
by Dr. Seuss	
CD Covers . . . . .	81
<i>The Downward Spiral</i> (Nine Inch Nails) . . . . .	81
<i>American IV: A Man Comes Around</i> (Johnny Cash) . . . . .	81
Web Sites . . . . .	82
Second Life Home Page (web image) . . . . .	82
Continuing your visual studies . . . . .	83
<b>Chapter 6</b>	
<b>Oral Arguments</b> . . . . .	85
Kennedy/Nixon Debate (photo) . . . . .	85
Poems and Lyrics as Argument . . . . .	86
Exercise for Song or Poem . . . . .	87
<i>"Give the People What They Want"</i> (lyrics) . . . . .	88
by Ray Davis of the Kinks	
<i>How to Write a Political Poem</i> (poem) . . . . .	89
by Taylor Mali	
Speeches: The Content . . . . .	90
<i>9/11 speech</i> . . . . .	91
by President George W Bush	
Speech Analysis . . . . .	92
Kennedy Speech Exercise . . . . .	94
<i>John F. Kennedy's Inaugural Address</i> (speech) . . . . .	94
Speeches: The Visual Aspects . . . . .	97
Nixon-Kennedy Debate . . . . .	97
Body Language . . . . .	100

<b>UNIT III: RESEARCHING ARGUMENTS</b> . . . . .	103
<b>Chapter 7</b>	<b>Searching Strategies for Electronic Databases</b> . . . . . 105
	Introduction . . . . . 105
	The Big Picture . . . . . 106
	Research in the Library or on the Web: What's the Difference? . . . . . 107
	Evaluating Resources. . . . . 107
	Why Focus a Topic? . . . . . 108
	Keyword Searching with Boolean Logic. . . . . 109
	Truncation . . . . . 110
	Nest Searches . . . . . 111
	More Boolean Command Words . . . . . 113
	Subject Searches in Database . . . . . 114
<b>Chapter 8</b>	<b>Searching for Books, Articles, and Free Web sites</b> . . . . . 117
	Introduction . . . . . 117
	Searching for Books and Other Materials in the Library . . . . . 117
	When a Book Is in Hand . . . . . 119
	Searching for Articles . . . . . 120
	Common Elements in Article Databases . . . . . 121
	Scholarly or Popular . . . . . 124
	What is the Database Doesn't Allow Limiting to Scholarly Sources . . . . . 125
	Searching "Visible" Or Free Web Sites . . . . . 125
	More Internet Searching Tools . . . . . 127
<b>UNIT IV: SPECIAL CASES OF ARGUMENTS WITH READINGS</b> . . . . .	131
<b>Chapter 9</b>	<b>Conspiracies as Argument</b> . . . . . 133
	<i>Magic Bullet</i> (political cartoon) . . . . . 133
	by Cary Stringfield
	<i>Brotherhood of the Magic Bullet</i> (comic) . . . . . 134
	by Kirk-Albert Etienne
	<b>Part 1: The Rising Popularity of Conspiracy Theories</b> . . . . . 136
	What is a Conspiracy Theory . . . . . 137
	How Does a Conspiracy Theory Work? . . . . . 137
	<i>"The President was Murdered by a Conspiracy"</i> (screenplay) . . . . . 139
	by Oliver Stone
	Conspiracy as Inductive Argument . . . . . 140
	Logical Fallacies in Conspiracies. . . . . 141
	Logos: <i>Faulty Causality, Hasty Generalization, Faulty Analogy</i> . . . . . 141
	Ethos: <i>False Authority, Ad Hominem</i> . . . . . 142
	Pathos: <i>Either/Or, Scare Tactic</i> . . . . . 142

<b>Part II: The Readings</b> . . . . .	143
<i>The JFK Assassination—What About The Evidence?</i> (essay) . . . . .	144
by Oliver Stone	
<i>Political Paranoia as Cinematic Motif: Stone's JFK</i> (essay) . . . . .	150
by Robert S. Robins and Jerrold M. Post	
<i>16 Questions on the Assassination</i> (essay) . . . . .	157
by Bertrand Russell	
Student Essay: <i>The Prince of Propaganda</i> (essay) . . . . .	164
by Jeff Coldwell	
Cinematic Experience . . . . .	167

## Chapter 10

<b>Gaming as Argument</b> . . . . .	169
<i>Bureaucrats</i> (political cartoon) . . . . .	169
by Ali Farzat	
<b>Part I: The Games People Play</b> . . . . .	170
Open-ended Games: Role-Playing and Simulations . . . . .	170
Prisoners' Dilemma . . . . .	171
Chicken Fight . . . . .	171
Nature vs. Nurture . . . . .	171
Student's Dilemma . . . . .	172
Zero-Sum Divisions . . . . .	173
Ineffective Rhetorical Rants and Raves . . . . .	173
Conspiracy Theories as Zero-sum Delusions Or Truths? . . . . .	174
John Nash and Gaming . . . . .	174
The Stag Hunt . . . . .	175
Approaching a New Rhetorical Situation: The Gaming Situation . . . . .	175
Do we know how to negotiate? Being Critical . . . . .	176
Gaming as Cooperative Learning . . . . .	176
Gaming into Writing: Enhancing Communicative Learning . . . . .	177
Generating a Sense of Success within the Gaming Situation . . . . .	177
Gaming as Persuasion: A New Approach to Writing . . . . .	177
Ask the Right Questions: Gaming Appeal . . . . .	178
Life is a Game . . . . .	179
Application of Gaming into Composition: When to Game . . . . .	180
Ways to Prepare the Game: The Pre-Game Show . . . . .	181
Character Development and Speaking Synergy . . . . .	181
Players or Avatars . . . . .	182
GM (Mediator) . . . . .	183
Adventure and Setting . . . . .	183
Game Day: Showtime . . . . .	183
Die . . . . .	184
End of the Game: Post-Gaming . . . . .	185

Part II: The Readings . . . . .	186
<i>Johnnie Cochran's Closing Arguments</i> (OJ Simpson court procedures) . . . . .	186
<i>"Chewbacca Defense"</i> (teleplay) . . . . .	188
by Trey Parker and Matt Stone excerpt from Southpark	
<i>"Governing Dynamics"</i> (screenplay) . . . . .	189
by Akiva Goldsman	
<i>Are You Human? The Test</i> (screenplay) . . . . .	193
by Hampton Fancher and David Webb Peoples	
<i>Were Video Games to Blame for Massacre?</i> (essay) . . . . .	200
by Winda Benedetti	
<i>Dining with Cannibals</i> (letter) . . . . .	204
by Pop	
<i>"The Deliverator"</i> (fiction) . . . . .	206
by Neal Stephenson	
<i>Option Four: A Compromise on Gay Marriage</i> (essay) . . . . .	212
by Ramesh Ponnuru	
Suggested Adventures and Avatars . . . . .	218
<i>Stratagems: The Show</i> . . . . .	218
<i>The Cube of Rhetorical Adventure</i> . . . . .	219
<i>Meetings of the Minds Adventure</i> . . . . .	221
<i>Post-Millennium Think Tank Adventure</i> . . . . .	222
Cinematic Experience . . . . .	223
Evaluation Forms . . . . .	224

## UNIT V: ARGUING ISSUES: THE READINGS . . . . . 235

<b>Chapter 11</b>	<b>Issues in Consumerism and Capitalism . . . . .</b>	<b>237</b>
	<i>Calvin Klein underwear</i> (ad) . . . . .	237
	The Issues . . . . .	238
	<i>Obsession for Women</i> (spoof ad) . . . . .	240
	<i>Obsession for Men</i> (spoof ad) . . . . .	241
	<i>A Backlash to Advertising in an Age of Anything Goes</i> (essay) . . . . .	242
	by Alexander Marks	
	Comparing Ads: War Posters . . . . .	245
	<i>I Gave a Man!</i> (war bond poster)	
	<i>Save Waste Fats for Explosives</i> (war poster) . . . . .	247
	Persuasion Exercise: Printed Advertisements . . . . .	248
	Persuasion Exercise: Television Commercial . . . . .	249
	<i>"Californication"</i> (lyrics) . . . . .	250
	by The Red Hot Chili Peppers	
	<i>"Super Size Me"</i> (lyrics) . . . . .	252
	by Toothpick	

<i>“Why Fries Taste Good”</i> (essay) . . . . .	256
by Eric Schlosser	
<i>“The Selling Of Rebellion”</i> (essay) . . . . .	261
by John Leo	
<i>Some Hated Commercials Inspire Violent Fantasies</i> (humor) . . . . .	263
by Dave Barry	
Student Essays . . . . .	266
<i>Does This Ad Make Me Look Fat?</i> (essay) . . . . .	266
by Sarah Bailey	
<i>Advertising Sex: Company Bias</i> (essay) . . . . .	270
by Kimberly Williams	
Writing About What You Have Read . . . . .	272
Cinematic Experience . . . . .	273

<b>Chapter 12</b>	<b>Issues of War</b> . . . . .	275
	<i>Jarhead’s Welcome to the Suck</i> (film poster) . . . . .	275
	<i>Black Hawk Down’s Leave No Man Behind</i> (film poster) and . . . . .	275
	<i>Band of Brothers’ There Was A Time...</i> (film posters) . . . . .	276
	The Issues . . . . .	277
	<i>Born in Hiroshima</i> (manga, Japanese graphic novel) . . . . .	280
	by Keiji Nakazawa	
	<i>Born in the U.S.A.</i> (lyrics) . . . . .	288
	by Bruce Springsteen	
	<i>Dwight’s Speech</i> (teleplay) . . . . .	290
	by Paul Lieberstein	
	<i>The War Prayer</i> (fictional sermon) . . . . .	291
	by Mark Twain	
	<i>My Heart’s Content: Thirty Years of One Man’s Truth</i> (memoir) . . . . .	294
	by Pat Conroy	
	<i>“Time Flies”</i> (graphic novel) . . . . .	298
	by Art Spiegelman	
	<i>“We Band of Brothers”</i> (drama) . . . . .	303
	by William Shakespeare	
	<i>General George S. Patton’s “Blood and Guts Speech”</i> . . . . .	306
	<i>The Things They Carried</i> (fiction) . . . . .	307
	by Tim O’Brien	
	<i>Why I Went to the War</i> (essay) . . . . .	319
	by Terry Farish	
	<i>“Vietnam War Films as War Porn”</i> (memoir) . . . . .	321
	by Anthony Swofford	
	<i>War Is Personal: Mona Parsons</i> (photo essay) . . . . .	324
	by Eugene Richards	

America Should Not Enter the War (essay) . . . . .	328
by Charles Lindbergh	
We Must Defeat Hitler (essay) . . . . .	332
by James B. Conant	
Why Iraq Was a Mistake (essay) . . . . .	334
by Lt. General Greg Newbold (Ret.)	
Our Troops Must Stay (essay) . . . . .	337
by Joe Lieberman	
Student Essays . . . . .	341
<i>Media and the Mind War</i> (essay) . . . . .	341
by Saad S. Muhammad	
<i>A Soldier's Manifesto</i> (essay) . . . . .	343
by Cory Washington	
<i>A Call for Confidence</i> (essay) . . . . .	344
by Dwight Clark	
Writing About What You Have Read . . . . .	346
Cinematic Experience . . . . .	348

<b>Chapter 13</b>	<b>Issues on Environment . . . . .</b>	<b>353</b>
	<i>Plastic Again</i> (political cartoon) . . . . .	353
	by John S. Pritchett	
	The Issues . . . . .	354
	<i>The Lorax</i> (children's poem) . . . . .	355
	by Dr. Seuss	
	<i>Anywhere But Here</i> (lyrics) . . . . .	363
	by Rise Against	
	<i>I HEART HUCKABEES</i> (screenplay) . . . . .	366
	by Jeff Baena	
	<i>Environmental Illness</i> (screenplay) . . . . .	374
	by Todd Haynes	
	<i>Before They Got Thick</i> (essay) . . . . .	382
	by Percy Bigmouth	
	<i>The Indians Grew Very Inquisitive</i> (essay) . . . . .	383
	by John Winthrop	
	<i>How Can One Sell the Air?: A Manifesto for the Earth</i> (essay) . . . . .	384
	by Chief Seattle	
	<i>Mothers of East Los Angeles</i> (essay) . . . . .	387
	by Mary Pardo	
	<i>The Dumping Ground: Big Utilities Look to</i> <i>Native Lands to House Nuclear Waste</i> (essay) . . . . .	394
	by Winona LaDuke	

<i>The Eco-tist: Gore as Green</i> (essay) . . . . .	398
by Ronald Bailey	
<i>An Inconvenient Truth: The Politicization of Global Warming</i> (essay) . . . . .	401
by Al Gore	
<i>Better Living Through French Fries: Is Biodiesel the Fuel of the Future?</i> (essay) . . . . .	404
by Hal Clifford	
Student Essay . . . . .	408
<i>Global Warming: Fact or Fiction?</i> (essay) . . . . .	408
by Lauren Kobernus	
Writing About What You Have Read . . . . .	413
Cinematic Experience . . . . .	414

<b>Chapter 14</b>	<b>Issues in Immigration and Acculturation</b> . . . . .	415
	<i>Nintendo Controls US-Mexico Border</i> (political cartoon) . . . . .	415
	by Cary Stringfield	
	<i>“Nuestro Himno” (“Star-Spangled Banner”)</i> (lyrics) . . . . .	416
	by Francis Haffkine Snow, translated by Adam Kidron	
	The Issues . . . . .	417
	<i>It’s My Yardman</i> (political cartoon) . . . . .	419
	by John Branch	
	<i>Minutemen</i> (political cartoon) . . . . .	419
	by Steve Breen	
	<i>The Vegetable</i> (graphic novel) . . . . .	420
	by Marjane Satrapi	
	<i>No Leniency for Illegal Aliens</i> (essay) . . . . .	430
	by Ian De Silva	
	<i>Conspiracy Against Assimilation</i> (essay) . . . . .	433
	by Robert J. Samuelson	
	<i>Immigration: “Neither Preference Nor Prejudice”</i> (essay) . . . . .	436
	by Tim Kane and Kirk Johnson	
	<i>Mexicans Begin Jogging</i> (poem) . . . . .	438
	by Gary Soto	
	<i>President Bush’s Speech on Immigration Policy</i> . . . . .	440
	<i>A Day without a Mexican</i> (screenplay) . . . . .	445
	by Sergio Arau	
	Student Essay . . . . .	448
	Illegal Immigrants’ Access to Medical Care (essay) . . . . .	448
	by Stephanie Egert	
	Writing About What You Have Read . . . . .	454
	Cinematic Experience . . . . .	456

<b>UNIT VI ARGUING OTHER ISSUES</b> . . . . .	457
<b>Chapter 15</b>	
<b>Additional Concerns</b> . . . . .	459
Issues of Genocide . . . . .	459
<i>Sudan Genocide</i> (political cartoon) . . . . .	459
by Nate Beeler	
The Issues . . . . .	460
Issues of Fascism . . . . .	462
“ <i>V’s Speech: Good Evening London</i> ” (graphic novel) . . . . .	462
by Alan Moore and David Lloyd	
“ <i>V’s Speech: Something Terribly Wrong</i> ” (screenplay) . . . . .	469
by the Wachowski Brothers	
Issues of Witch Hunts . . . . .	479
<i>The Great Conspiracy: We Will Not Walk in Fear</i> (screenplay) . . . . .	479
by George Clooney and Grant Heslov	
Issues of Liberty . . . . .	484
<i>Freedom From Fear</i> (essay) . . . . .	484
by Aung San Suu Kyi	
<i>The Patriot Act</i> (an excerpt of the law) . . . . .	488
<i>What Patriot II Proposes To Do</i> (highlights) . . . . .	492
by Prof. David Cole	
Issues of Propaganda . . . . .	494
<i>The Principles of Newspeak</i> (fictional essay) . . . . .	494
by George Orwell	
Issues of Language . . . . .	502
<i>Why Fear Spanish?</i> (essay) . . . . .	502
by Carlos Alberto Montaner	
Issues of Stem Cell . . . . .	504
<i>Poll on “American Views on Stem Cell Research in the wake         of the Death of Ronald Reagan”</i> (statistical data) . . . . .	504
by Results for America	
Issues of Vaccination . . . . .	514
<i>Virginity or Death!</i> (essay) . . . . .	514
by Katha Pollitt	
Issues of Tolerance . . . . .	517
“ <i>Complications</i> ” (graphic novel) . . . . .	517
by Howard Cruse	
Issues of Health Care . . . . .	522
“ <i>Framing Universal Health Care</i> ” (essay) . . . . .	522
by Kao-Ping Chua	
Student Essay . . . . .	529
<i>Excuse Me: Have You Seen My Free Will</i> (essay) . . . . .	529
by: Mandy Windell	
Writing About What You Have Read . . . . .	533
Cinematic Experience . . . . .	533