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this book emphasizes the rhetorical patterns as strategies to help writers achieve their purposes for writing as means rather than ends the text focuses on how writers combine patterns and treats argumentation persuasion in depth many of the new readings are on contemporary issues and by contemporary authors a short story or poem has been added to each of the chapters each chapter of readings now begins and ends with a visual and a writing activity these provocative images get students thinking and writing and act as prompts for writing an essay

the fast pace of technology in this day and age has made it difficult for individuals to stay informed without becoming lost

in the folds of an information overload methods used to narrow down information are becoming just as important as providing the information to be discovered the handbook of research on multidisciplinary approaches to literacy in the digital age is a pivotal reference source that provides vital research on the significance of being literate in the age of speed and technology while highlighting topics such as e advertising mobile computing and visual culture this publication explores the major issues society has in the information age and the methods of innovative achievements of public or private institutions this book is ideally designed for researchers academicians teachers and business managers seeking current research on a variety of social sciences in terms of the digital age

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