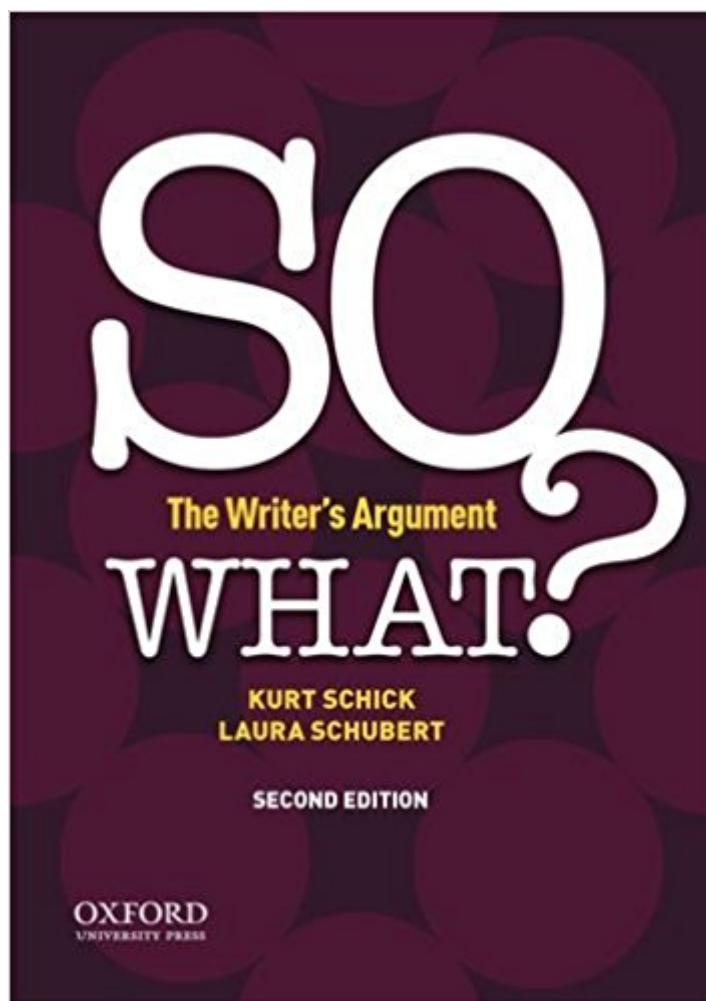


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SO WHAT?: The Writer's Argument



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So What? The Writer's Argument, Second Edition, teaches students how to write compelling arguments and explains why practicing argumentation is essential to learning and communicating with others. Practical exercises throughout each chapter reinforce this broader academic aim by focusing on the key issue of significance--helping writers answer the "So What?" question for themselves and their audiences. By showing students how their writing fits within the broader context of academic inquiry, So What?, Second Edition, encourages them to emulate and adapt the authentic academic styles, foundational organizing structures, and helpful rhetorical moves to their college classes and beyond.

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