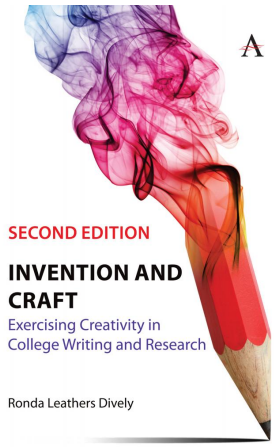

Invention and Craft, Second Edition

Exercising Creativity in College Writing and Research

By Ronda Leathers Dively

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Invention and Craft: Exercising Creativity in College Writing and Research is a first-year college composition textbook that employs creativity theory to augment best practices in writing instruction. Promoting a problem-solving, insight-driven approach to composing, it casts students in the role of meaning-makers by pinpointing strategies for transforming knowledge, the hallmark of successful expository prose. The book's explicit treatment of knowledge transfer fosters recognition of patterns within and across genres and encourages students to apply lessons learned in subsequent rhetorical situations. Further, Invention and Craft provides an instructional framework that maps similarities between expository writing and creative activity in other venues as a means of demystifying the former and broadening students' repertoire of composing strategies. Acknowledging individual cognitive styles and diverse interests, Invention and Craft places a high priority on energizing students and building their confidence as writers.

Contents

PART ONE: CREATING FOUNDATIONS FOR COMPOSING; Chapter 1: Composition and Creativity; Chapter 2: Composing Processes and Creative Processes; Chapter 3: Rhetorical Situations; Chapter 4: Invention Strategies'; Chapter 5: Research Strategies ; PART TWO: CREATING TEXTS THAT INFORM, Chapter 6: Introduction to Texts that Inform; Chapter 7: Memoir; Chapter 8: Profile; Chapter 9: Report; Chapter 10: Annotated Bibliography; PART THREE: CREATING TEXTS THAT ANALYZE, Chapter 11: Introduction to Texts That Analyze; Chapter 12: Writing-Process Analysis; Chapter 13: Visual Analysis; Chapter 14: Rhetorical Analysis; Chapter 15: Literary Analysis; PART FOUR: CREATING TEXTS THAT ARGUE, Chapter 16: Introduction to Texts That Argue; Chapter 17: Research Proposal; Chapter 18: Review; Chapter 19: Position Paper; Chapter 20: Problem-Solution Paper ; PART FIVE: CREATING PRESENTATION-QUALITY FINAL PRODUCTS, Chapter 21: Source Integration and Citation; Chapter 22: Document Design; Chapter 23: Revision and Editing ; Chapter 24: Peer and Instructor Review; Chapter 25: Portfolios

About the Author(s) / Editor(s)

Ronda Leathers Dively—retired Southern Illinois University Rhetoric and Composition Professor and writing program administrator—is the author of *Preludes to Insight: Creativity, Incubation and Expository Writing* (Hampton Press, 2006), *Invention and Craft: A Guide to College Writing* (McGraw-Hill, Inc., 2016) and *Creativity and the Paris Review Interviews: A Discourse Analysis of Famous Authors' Composing Practices* (Anthem Press, 2022). Additionally, she has written numerous articles on expository writing pedagogy and writing program administration.