

University Success

WRITING

ADVANCED

Charl Norloff and Ruth Moore

Series Editor: Maggie Sokolik

Authentic Content Contributor: Victoria Solomon

Contents

Welcome to <i>University Success</i>	iv
Key Features	vi
Scope and Sequence.....	xii
Acknowledgments	xvi

PART 1: FUNDAMENTAL WRITING SKILLS

LINGUISTICS: The Research Writing Process	2
BUSINESS ETHICS: Idea Development	38
EARTH SCIENCE: Extended Writing.....	72
MEDIEVAL CULTURE: Rhetorical Context	110
MATERIALS ENGINEERING: Publishing	148

PART 2: CRITICAL THINKING SKILLS

LINGUISTICS: Fact and Opinion	178
BUSINESS ETHICS: Implication and Inference	210
EARTH SCIENCE: Process Writing	244
MEDIEVAL CULTURE: Style and Genre	278
MATERIALS ENGINEERING: Research Writing	314

PART 3: EXTENDED WRITING

LINGUISTICS: Writing as a Linguist	352
BUSINESS ETHICS: Writing as a Business Ethicist	360
EARTH SCIENCE: Writing as an Earth Scientist	372
MEDIEVAL CULTURE: Writing as a Literary Expert	382
MATERIALS ENGINEERING: Writing as a Materials Engineer	392

Index	402
Credits	416