

MindTap

Tap into the **personalized** teaching experience.

Create your course using familiar tools—like YouTube, Google Docs, and Evernote—woven into vetted instructional content. Engage your students with multimodal assignments that move composition off the page and into the real world. Track more than just the grade with a progress app that shows student engagement and time in course. MINDTAP FOR COMPOSITION creates real writers using everyday tools, and helps you teach your course, for your students.

Easily set your course

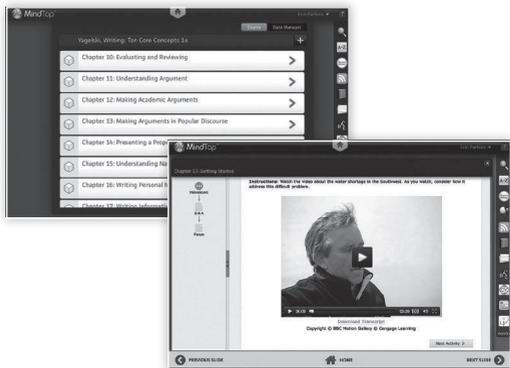
Add videos, web links and your own content directly into the learning path or eBook, and edit, rearrange, hide, or delete content to match your course.

Elevate thinking

Each section includes multimodal activities that ask students to think critically about images, videos, websites and more to further engage them in the writing process.

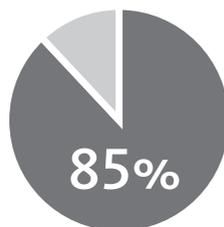
Promote better outcomes

A visual dashboard fueled by powerful analytics tracks learner engagement and class progress, while empowering students with information on where they stand, and where they need to focus.



Visit us online for complete information or to explore a demo at:
www.cengage.com/demo/mindtap/english

85% of instructors felt that MindTap contributed to student learning outcomes.



"MindTap meets students in the fully digital age in which they live, tapping into their needs and interests, while giving instructors freedom and flexibility to customize courses to fit their needs and interests, too."

Christa Raney,
Instructor at University of North Alabama



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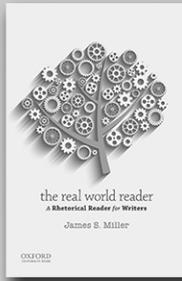
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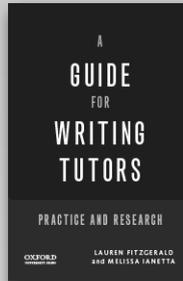
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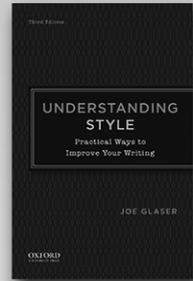
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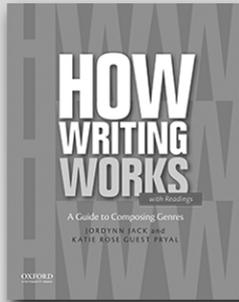
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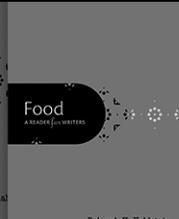
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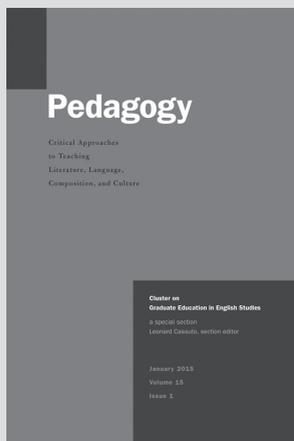


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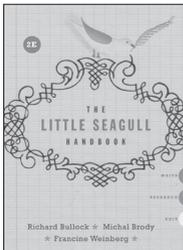
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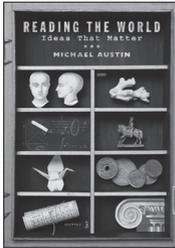
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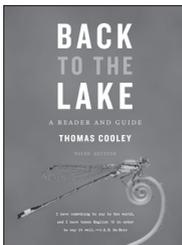
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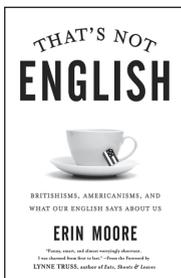
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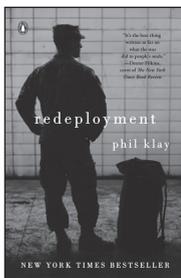
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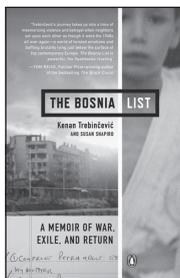
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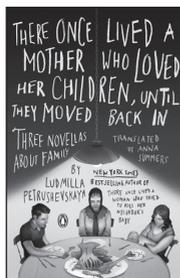
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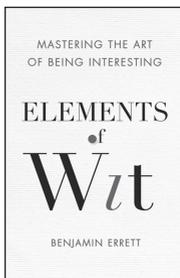
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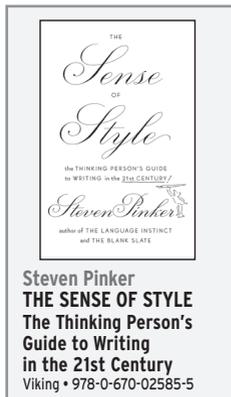
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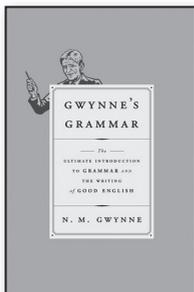
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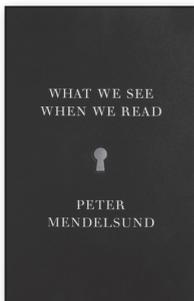
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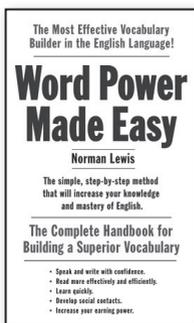
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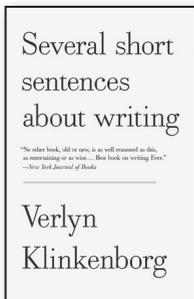
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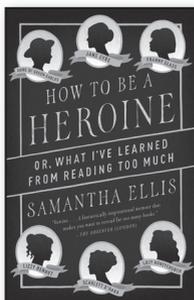
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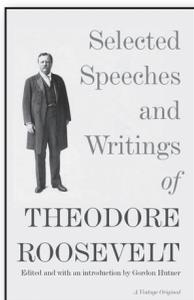
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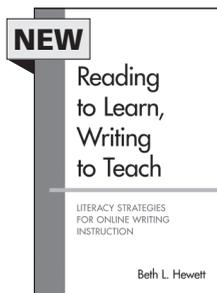
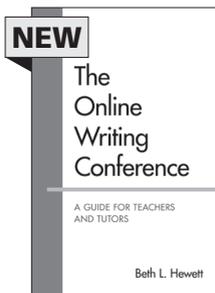


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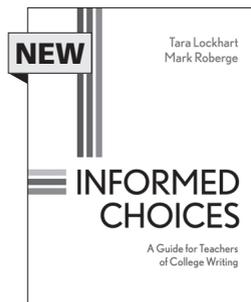
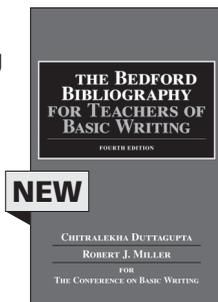


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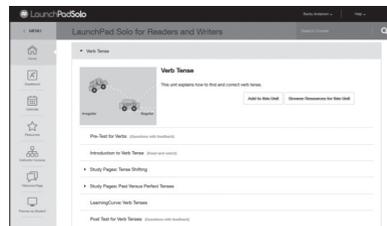
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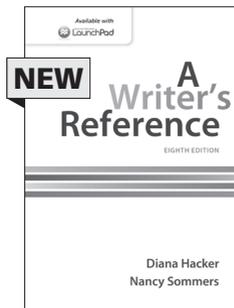
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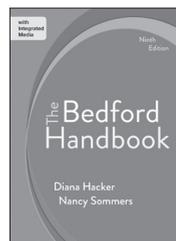
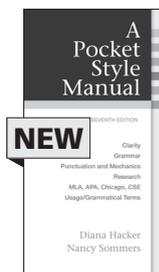


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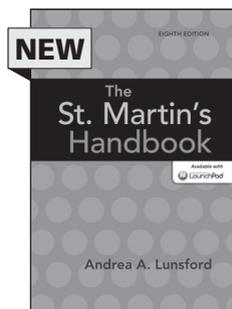
Andrea Lunsford knows student writing

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One of the nation's foremost experts in the field of composition and rhetoric, Andrea A. Lunsford has conducted studies of student writing for decades, collecting thousands of pieces of academic and informal writing from students across the nation and throughout their college careers. Her latest research shows that there's a literacy revolution going on. Students are writing more than ever—in classrooms, workplaces, and social spaces—and they're using all kinds of tools—from pencils to phones to video cameras—to interact with audiences.

As a teacher with decades of experience, Andrea knows how to help students channel their energy, experience, and media savvy into creating effective writing. With Andrea as a guide, students will understand how much they already know about writing—and they'll be able to move toward what they need to do to succeed as writers, in composition courses and beyond.

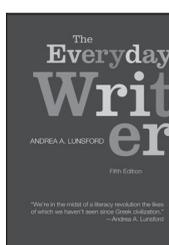
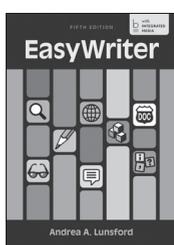


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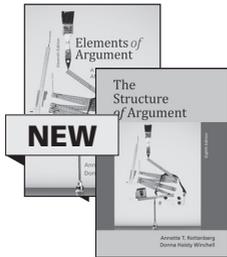
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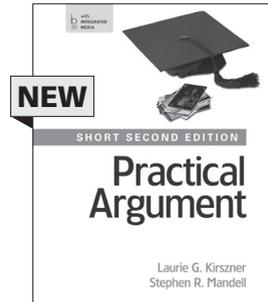
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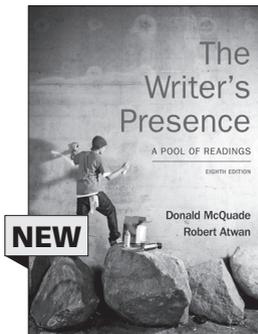
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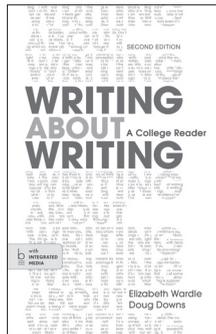
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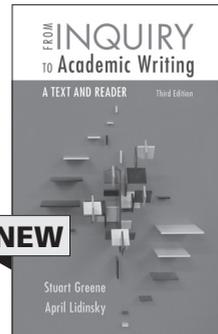
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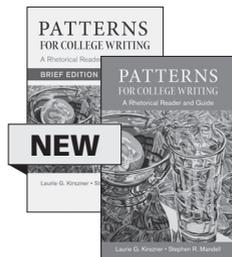
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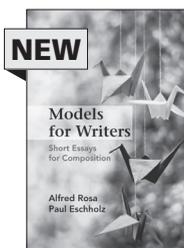
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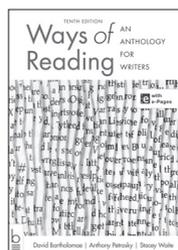
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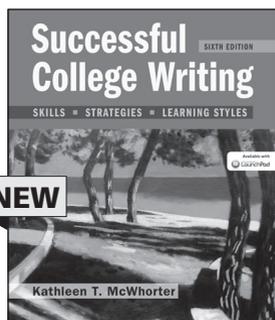
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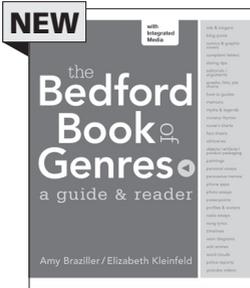
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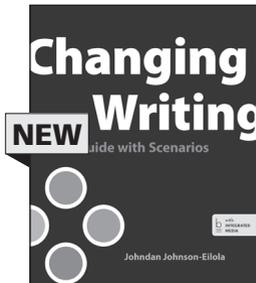


The Bedford Book of Genres A Guide

Amy Braziller, *Red Rocks Community College*
Elizabeth Kleinfeld, *Metropolitan State College of Denver*

The Bedford Book of Genres offers students a simple rhetorical framework for analyzing writing in multiple genres: from finding a topic and sources, to choosing a genre, presenting the work, and creating an author's statement about composing choices. With striking full-color visuals, students are introduced to compelling examples of genres we all use to tell stories, report information, and persuade our audiences. They learn to unpack how genres work — so they can experiment with their own compositions, not only through writing, but through photography, sketching, audio recording, and other creative forms.

Give students the tools they need to create change



Changing Writing A Guide with Scenarios

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Also available:



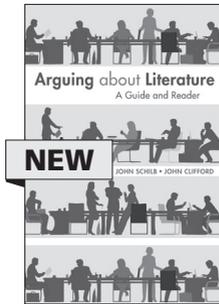
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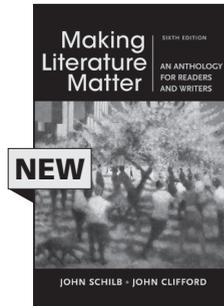
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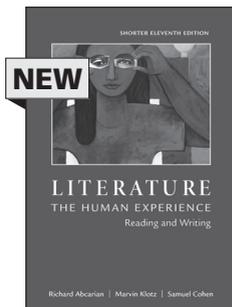
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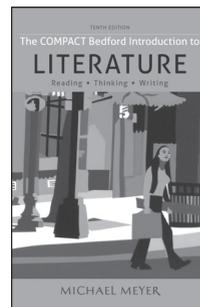
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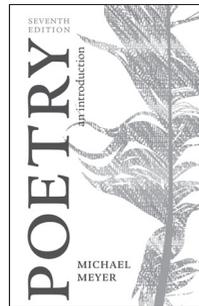
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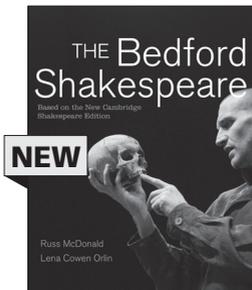
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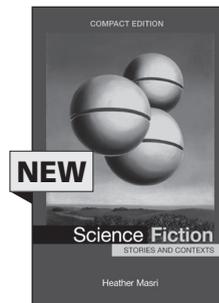
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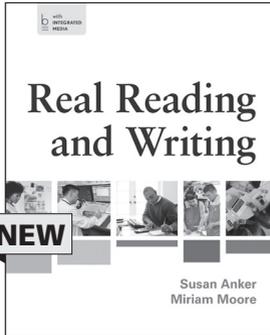
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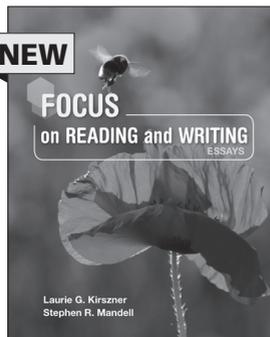


Real Reading and Writing Paragraphs and Essays

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Miriam Moore, *Lord Fairfax Community College*

Anker's new textbook puts both reading skills and writing skills in a real-world context, showing students that good writing, reading, and thinking skills are both achievable and essential to their success in college and beyond. Students connect reading and writing to their own lives through practical examples, model writing pieces, and engaging readings. To keep students from getting overwhelmed, the book focuses first on the most important concepts in each area.

For the integrated developmental reading and writing course



Focus on Reading and Writing Essays

Laurie G. Kirszner, *University of the Sciences*
Stephen R. Mandell, *Drexel University*

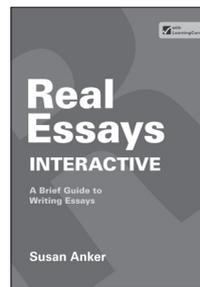
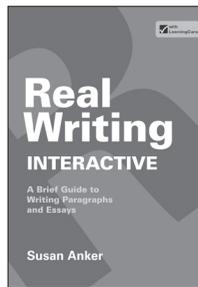
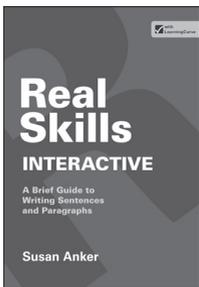
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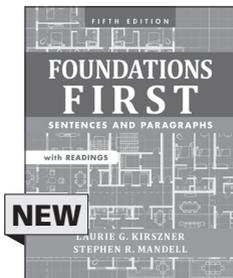
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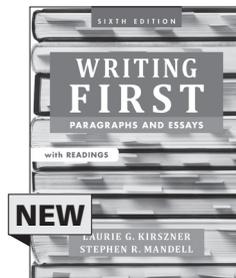


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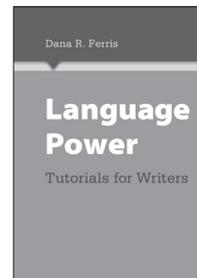
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