

<<实用写作>>

图书基本信息

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前言

When we were working hard on the first edition of this book, back in.lets just say it was some time ago, we felt we had a fresh way to approach the traditional way of teaching writing. That is, we would use a friendly, spoken style of writing and lots of straightforward examples— the kind students might actually write. And we would teach a way for students to bring structure to their writing that would work not just in school but beyond.

Different approaches to writing have come and gone, havent they? And today, with the wonderful technology everywhere, a spoken style of writing and a clear structure are much in demand. Think about the Web. Most usability experts say good writing for the Web should be skimmable and whats more skimmable than having the main point up front for a paper? And then the main point at the beginning of each paragraph? And in school, teachers are suffering from information overload as much as anyone. Of course most of them appreciate a clear, straightforward approach to writing. So we believe The Practical Writer is right on target for todays students!

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内容概要

《实用写作》已再版9次，得到各国写作方面专家的普遍认可。本书面向写作的初学者，从一段式短文到五段式短文，再到学术论文，循序渐进地讲授如何写作。本书内容丰富，简单易懂，所介绍的写作策略可以被应用在多种文体中，具有极强的实用性。此外，标点和表达部分更是学生必备的英语写作知识。同时，根据当代大学生的需求，书中还加入了边注、练习和例文。

本书突破了传统的写作教学方式，突出口语化写作，让学生掌握清晰的写作结构，并练习写作个人的经历和熟知的人或物，目的是为了让写作丰富多彩，充满乐趣，更重要的是让学生用独特的视角来学习写作。

作者文笔流畅，避免使用大量的学术化语言，如同在课堂上与学生亲切交谈，大大拉近了与读者之间的距离。

引用作者的话说：“我们所讲的写作模式，不是写作的目的，而是对写作的指导。”

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作者简介

Edward R Bailey, 是美国商务沟通专业的退休教授, 也是商务和政务方面的资深顾问。他在美国空军学院获得学士学位, 在佛罗里达大学获得硕士学位, 并在爱阿华大学获得博士学位。他有丰富的教学经验, 除《实用写作》外, 在口语和写作方面, 还著有其他7本颇有影响的著作: "Writing and Speaking at Work", "Plain English at Work", "A Practical Guide for Business Speaking", "Plain English Approach to Business Writing", "Writing Clearly", "Writing Research Papers", 以及"The Practical Writer with Readings"。

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章节摘录

The one-paragraph essay is an essay in miniature. Its a little piece of writing, but it contains many of the fundamentals of much larger pieces of writing. For example: The one-paragraph essay has a clear, unmistakable structure. If thats good for something as small as a one-paragraph essay, think of how good that is for someone reading a 20-page paper! Or a book! The one-paragraph essay has good support. That is, the middle sentences help persuade the reader. Think of how important good support is for longer pieces of writing. The parts of the one-paragraph essay all have to go together well. We call that "unity." Again, thats also important for everything from a paragraph to a book. And readers should know clearly at all times where they are in your paragraph. For example, are they still reading the first part of your support or have they moved to the second part? You should use signals to let them know. Those signals (and other devices well show you) help produce "coherence." That, too, is extremely important not just in a paragraph but especially in larger pieces of writing.

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