

Possible Answers for *Successful College Writing, Sixth Edition* – Chapter 14

Ex 14.1

1. *Sesame Street*, news programs
 2. Children who wander around in restaurants, parents who do not set curfews
 3. Ratings for professional basketball or football, surveys of men's television habits
- Students can do this exercise independently and then share their examples in small groups.
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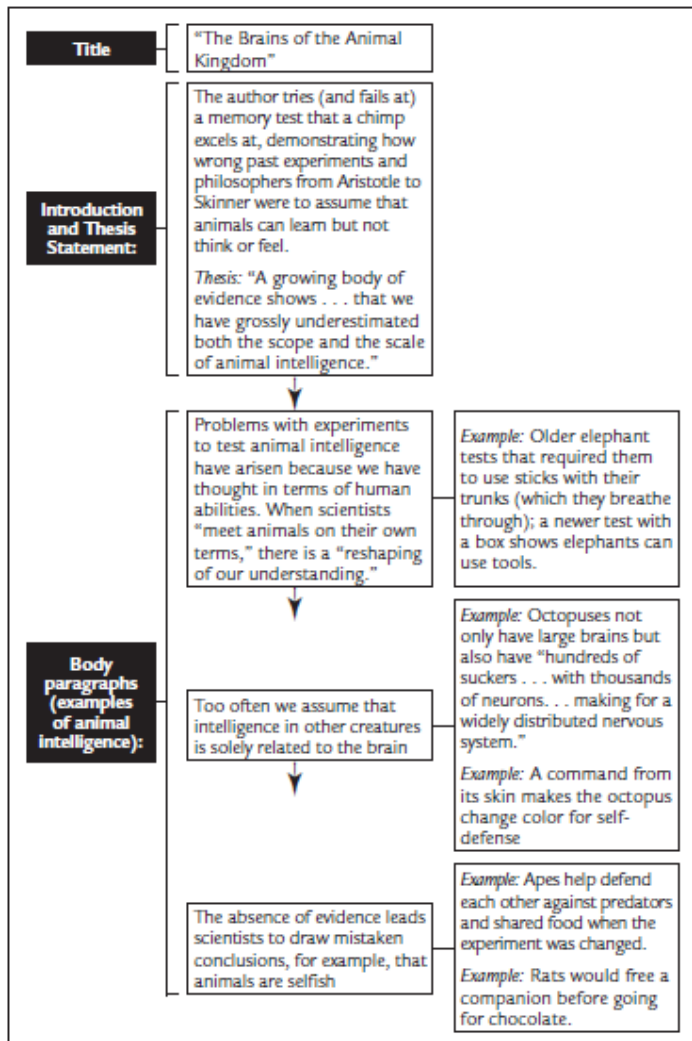
Ex 14.2

1. Fear of spiders, fear of heights
 2. Buying a sport utility vehicle because it is popular, starting smoking because it's "cool"
 3. Women as the primary caretakers of children, men as breadwinners
 4. A student who is expected to succeed and does succeed, or vice versa
 5. An executive who pressures her or his assistant for a date; a professor who dates students in his or her class
- Students can work in small groups to complete Exercise 14.2 using group brainstorming.

Ex 14.3

1. (a) A hypothetical example of a situation that creates a conflict of interest; (b) an example of a student who has been promoted; (c) an example of the kind of work the student or spouse does
2. (a) An example of an accident caused by an elderly driver who did not react quickly enough; (b) statistics comparing the accident rate for elderly drivers versus those for the general population; (c) anecdotes from adult children of elderly drivers

Ex 14.4



"Conforming to Stand Out: A Look at American Beauty," Nick Ruggia

Analyzing the Writer's Technique

1. Ruggia's three main examples of the "drastic lengths" women in America go to to achieve physical perfection include the drive to be thin, the popularity of plastic surgery, and the fad of body art. Examples of celebrities balance his discussion of the impact of body art trends on men. Some may find that his last example of "Americans' obsession with physical appearance" is more an example of selfexpression than a negative or dangerous behavior.
2. Ruggia combines 2 factual and scholarly sources with one cultural source (Pew Research Center's *A Portrait of "Generation Next"*) and one popular newspaper source (the *Toronto Star* article). This blend ensures reliable information and adds cultural relevance.
3. He could have used evidence from the local news or personal examples.

Thinking Critically about Illustration

1. Ruggia explains his statistics for emotional effect: "millions of women struggling with food disorders" (par. 2) and "5.2 million reconstructive plastic surgeries" (3). He uses examples for effect: "enormous fake breasts" (3) and "Even 'alternative' piercings are now accepted: Amy Winehouse" (4). Ruggia conveys the superficiality and prevalence of eating disorders and body art.
2. The phrase connotes the artificiality of the blond bombshell stereotype.
3. Ruggia could have interviewed celebrities or body art aficionados to give their perspective, or he might have quoted from popular magazines to see how these magazines portray body art trends.

4. It is supported by the claims that a fear of aging and a desire to be attractive drive body modifications. Since we all get older and generally less attractive, misery is inevitable. But evidence supporting the claim that fear of aging drives body modification could be stronger.

Responding to the Essay

1. Ruggia creates an oxymoron or paradox: Those who alter their bodies for beauty are both conforming and trying to stand out.
2. Answers will vary.
3. Ruggia does not pinpoint a cause for these contrasting ideas of femininity.
4. Other ideas might include fashionable cars, fashionable high-tech equipment, and fashionable home improvements.

“Snoopers at Work,” Bill Bryson

Examining the Reading

1. Bryson read the information in a book that cites a 1983 lawsuit by an outraged consumer who was spied on while in a commercial dressing room (par. 3). Bryson cites “a combination of technological advances, employer paranoia, and commercial avarice” (4).
2. Two-thirds of American companies spy on their employees (6).
3. An “active badge” is an infrared surveillance device that tracks workers’ movements (11).
4. *Surveillance*: keeping a close watch on someone; *avarice*: greed; *delved*: got involved in; *paranoia*: worry about being exploited by consumers or employees; *abetting*: supporting illegal activity.

Analyzing the Writer’s Technique

1. Bryson involves the reader by using a hypothetical example to gain the reader’s sympathy for those who are victims or objects of surveillance.
2. He makes the term *private affairs* real by citing examples of medical patients with bank loans, employees with health records, a secretary changing clothes in her office, and an innocent employee who gave someone the name of a drug dealer — all of whom were discriminated against and lost loans, personal privacy, or jobs as a consequence of surveillance.
3. Readers will appreciate the tonal shift because, in it, Bryson finds one light note on which to end that will prevent readers from feeling depressed after reading the essay.

Thinking Critically about Illustration

1. Bryson generalizes that “nearly everyone is being spied on in some way in America these days” (para. 4) and supports this claim with evidence from reliable sources such as *Time* magazine and the American Management Association. His examples are relevant; he establishes credibility so readers can assume they are also representative.
2. Bryson’s examples pack an emotional punch because no one likes to see underdogs and innocents (customers, medical patients, well-meaning employees) exploited. Customers and employees are likely to feel incensed and violated, while employers may feel defensive. His illustrations play on fears of violation of privacy, loss of merited benefits or even one’s job, and being taken advantage of by thieves and drug users.
3. *Tacky* connotes that the behavior is tasteless and crude.
4. If Bryson had used examples of surveillance with positive outcomes (such as catching shoplifters), the reader would likely shift perspective to be more sympathetic to managers and business owners. Such examples would have played on readers’ desire to see justice in the face of illegal behavior.

Responding to the Reading

1. Answers will vary.
2. Employers and store owners might cite their annual losses to shoplifting, office inefficiency and underproductivity, or rising health care costs.

3. People are spied on at toll booths, on city streets, in banks, in stores, in day care and pet care centers, and even in private homes.

“Alone Together: Why We Expect More from Technology and Less from Each Other,” Sherry Turkle

Examining the Reading

1. Because it allows people to make better use of their time (para. 6), to avoid face-to-face contact (7), and to maintain just the right amount of control (8)
2. Loss of intimacy (8), “end of a certain public etiquette” (9), “a new set of insecurities” (11), and “lower expectations” for relationships (11)
3. Constant connection makes it difficult for people to distinguish between real and false companionship.
4. *Surreptitious*: secret, usually in an underhanded way; *titrate*: measure exactly; *intrusive*: pushy and interfering; *predicated*: based on; *propositions*: proposals to be considered

Analyzing the Writer’s Technique

1. Turkle’s directly stated thesis is a multilayered one and can be found in more than one place: in para. 11, where she writes that “[young people] come to accept lower expectations for connection”; in para. 12, where she writes that we now equate “online life as life itself”; and in para. 13, where she begins with a rhetorical question — as a statement, that question asserts that technology does not offer us the lives we want.
2. The example of Ellen’s Skype calls to her grandmother shows that despite Ellen’s desire to communicate meaningfully, she succumbs to multitasking, which harms her relationship with her grandmother.
3. Since Turkle addresses her readers in the last paragraph by using “we” and “our” and by asking questions about “our responsibilities,” she appears to be writing to people who have some control over the situation, such as parents, teachers, and lawmakers.

Visualizing the Reading

Paragraph Number	Cause or Effect Discussed
Paragraph 2	Multitasking may cause a person to disengage from the person with whom he or she is communicating.
Paragraph 4	Wi-Fi-enabled group settings often cause people to split their attention between the speaker and their devices.
Paragraph 5	Electronic devices cause people who would normally want to mingle to desire to be alone.
Paragraph 7	Group communication via e-mail damages personal relationships.

Thinking Critically about Illustration

1. “Dial down” ironically refers to an old technology, the rotary telephone, which would require people to focus more on the conversation; Turkle is using the term negatively here.
2. Because Turkle uses her own observations as sources, her argument could easily be challenged, although this might be what she desires, given her call in the final paragraph for a conversation to begin. Turkle could have used data from sociological studies to make her case stronger or to show other viewpoints.
3. For the argument she makes, she probably uses enough examples. More examples from personal observation would be redundant. Readers who like texting and e-mailing would most likely call Turkle’s examples unfair.
4. Opinion

Responding to the Reading

Answers will vary.

Synthesizing Ideas: Civility Analyze the Readings

1. Both essays address incivility, either in public places or on the road. Both authors express shock and disgust at rude people who put their own desires ahead of others', but "American Jerk" uses a humorous tone.
2. Answers will vary.