1. Ethics and Education.

Introduction.
“Archaeology, Ethics, and Character: Using Our Cultural Heritage to Teach Citizenship,” Jeanne M. Moe et al.
“Changing the World, One Child at a Time,” Sarah Hutchins (Student essay).
Questions for Making Connections within the Chapter.

2. Ethics and Journalism.

Introduction.
“The Search for Objectivity in Journalism,” Howard A. Myrick.
“Totem and Taboo: The Culture of the News Media,” Caryl Rivers.
“Politicians and Polls: Everything You Say Can and Will Be Used against You,” Matthew Robinson.
“The Unyielding Juggernauts of Capitalism,” Brendan Smith (student essay).
Questions for Making Connections within the Chapter.

3. Ethics and Law.

Introduction.
“Puff, the Magic Settlement,” Walter Olson.
“All the Court’s a Stage, and All the Lawyers Players: Leading and Misleading the Jury,” Richard Zitrin and Carol M. Langford.
“A Profession of Love,” Christopher John Alexis (student essay).
Questions for Making Connections within the Chapter.

4. Ethics and Business.

Introduction.
“Is Marketing to Kids Ethical?,” Matthew Grimm.
“Scandal in Corporate America: An Ethical, Not a Legal Problem,” Bruce Frohnen and Leo Clarke.
“Just Because It’s Legal, Is It Right?,” Jeffrey L. Seglin.
“Ethics in International Business,” John R. Boatright.
“The Three Keys to Marketing Success,” Blair Masching (Student Essay).

Questions for Making Connections within the Chapter.

5. Ethics and Medicine.
Introduction.
“Cyber Snake Oil Lithers On,” Randy Barrett.
“A Pretty Pill,” Toni Sanchez (Student Essay).

Questions for Making Connections within the Chapter.

Introduction.
“Brilliant or Plagiarized? Colleges Use Sites to Expose Cheaters,” Verne G. Kopytoff.
“Viruses, Worms and Other Sinister Programs,” Karen Judson.
“Integrity, Ethics, and Character Education,” Ann Lathrop and Kathleen Foss.

Questions for Making Connections within the Chapter.
Questions for Making Connections across the Chapters.
Questions for Further Application Across the Chapters.
Laughing Matters (A Longman Topics Reader)
Marvin Diogenes, Stanford University

ISBN-10: 0321434900

Publisher: Longman
Copyright: 2009
Format: Paper; 288 pp
Published: 09/19/2008

Chapter One: How Comedy Works
Henri Bergson, excerpt from *Laughter*
Murray Davis, excerpt from *What’s So Funny*
Jimmy Carr and Lucy Greeves, “Tickling the Naked Ape: The Science of Laughter”
Robin Hemley, “Relaxing the Rules of Reason”

Chapter Two: The Cultural Role of Comedy
Elizabeth Kolbert, “Stooping to Conquer: Why Candidates Need to Make Fun of Themselves”
J. Michael Waller, “Ridicule: An Instrument in the War on Terrorism”
Daniel Harris, “Light-Bulb Jokes: Charting an Era”
J. David Stevens, “The Joke”
Vicki Hearne, “Can an Ape Tell a Joke?”

Chapter Three: Modest and Immodest Proposals (deliberative rhetoric)
Jonathan Swift, “A Modest Proposal”
Jane Austen, Mr. Collins’ Proposal from *Pride and Prejudice*
Joseph Addison, “On Giving Advice”
Oscar Wilde, “Phrases and Philosophies for the Use of the Young”
Scott Adams, “Surviving Meetings”
Molly Ivins, “The Lung-Impaired Liberation Movement”

Chapter Four: Making the Case with Comedy (forensic rhetoric)
Benjamin Franklin, “What are the Poor Young Women to Do?’ The Speech of Polly Baker”
Anton Chekhov, “A Malefactor”
Ian Frazier, “Coyote v. Acme”
Jim Stallard, “No Justice, No Foul”
Ian Frazier, “Laws Concerning Food and Drink; Household Principles; Lamentations of the Father”
Madeleine Begun Kane, “A Pre-Musical Agreement”
Chris Harris, “Why Are Kids So Dumb? A Defense”

Chapter Five: Comic Celebrations and Attacks (ceremonial rhetoric)
Mark Twain, Toast to The Babies
Mark Twain, “Concerning Tobacco”
Anton Chekhov, “The Orator”
Lewis Thomas, “Notes on Punctuation”
Laurie Anderson, “Dazed and Bemused”
Anne Lamott, “Why I Don’t Meditate”

Chapter Six: Observations on Gender (ceremonial rhetoric too)
H. L. Mencken, from In Defense of Women
Helen Rowland, “Reflections of a Bachelor Girl”
Bill Cosby, “Till Talk Do You Part”
Susan Allen Toth, “Going to the Movies”
Emily Hiestand, “Neon Effects”
Marcia Aldrich, “Hair”

Chapter Seven: Imitation is the Sincerest Form of Comedy
Ambrose Bierce, from The Devil’s Dictionary
Joseph Dennie, “Jack and Gill: A Scholarly Commentary”
Benjamin Franklin, “On Perfumes”
Jon Stewart, “The Last Supper, or The Dead Waiter”
Louis Phillips, “Aristotle’s ‘On Baseball’”
Dave Barry “What Is and Ain’t Grammatical”
Paul Davidson, “http://abbottandcostello.com/blog/
1. What is Science?
Orwell, George. “What is Science?”
Thomas, Lewis. “Alchemy.”
Sagan, Carl. “Why We Need to Understand Science.”
The Onion. "Revolutionary New Insoles Combine Five Forms of Pseudoscience."
Orenstein, Peggy. "Why Science Must Adapt to Women."
Krauss, Lawrence. 'School Boards Want to 'Teach the Controversy.' What Controversy?"
“American Institute of Biological Sciences Ethics Statement.”

2. Science and Human Behavior
Sinha, Gunjan. "You Dirty Vole."
Smuts, Barbara. “Apes of Wrath.”
Zimmer, Carl. "Whose Life Would You Save?"

3. Bodies and Genes
Duncan, David Ewing. "DNA as Destiny."
Everett, Jenny. “My Little Brother on Drugs.”
Begley, Sharon. “Designer Babies.”
Singer, Peter. "The Year of the Clone?"
Kahn, Jennifer. "Stripped for Parts."

4. The Environment
Leopold, Aldo. “Thinking Like a Mountain.”
Kolbert, Elizabeth. "Ice Memory."
Kristof, Nicholas D. "Warm, Warmer, Warmest."
Rauch, Jonathan. “Will Frankenfood Save the Planet?”
Diamond, Jared. “Easter Island's End.”
Weisman, Alan. "The Earth Without People."
5. **Frontiers**
Vlahos, James. "Will Drugs Make us Smarter?"
de Grasse Tyson, Neil. “Launching the Right Stuff.”
Davies, Paul. “How to Build a Time Machine.”
Guterl, Fred. "Pondering the Future of the Future."
The World of the Image (A Longman Topics Reader)
Trudy Smoke and Alan Robbins

ISBN-10: 0321388828

Publisher: Allyn & Bacon
Copyright: 2007
Format: Paper; 246 pp
Published: 11/07/2006

1. The Act of Seeing
Deborah Curtis, Seeing and Awareness
Denise Grady, The Vision Thing: Mainly in the Brain
Mark Prendergrast, When Babies Become Aware of Themselves
Annie Dillard, Seeing
James Elkins, How to Look at Nothing

2. Mirroring Ourselves
Daniel Goleman, Equation for Beauty Emerges in Studies
Susan Bardo, Never Just Pictures
Philippe Liotard, The Body Jigsaw
Donna M. Wells, Visual History and Afican American Families of the Nineteenth Century
Gina Kolata & Ivor Peterson, New Jersey Trying a New Way for Witnesses to Pick Suspects

3. The Visual Surround
Read Mercer Schuchardt, The Perfect Icon for an Imperfect Postliterate World
Thomas J. Campanella, Eden by Wire: Webcams and the Telepresent Landscape
Ann Marie Seward Barry, Media Images and Violence
Thomas Hine, Notable Quotables: Why Images Become Icons
Robin Landa, Speaking Brand

4. Images and Their Uses
Robert Hughes, Behold the Stone Age
Edmund Carpenter, Silent Music and Invisible Art
David Gelman, Dreams on the Couch
Douglas S. Fox, The Inner Savant
Oliver Sacks, In the River of Consciousness

5. Pictures That Prod
Deborah Solomon, Once Again, Patriotic Themes Ring True as Art
Alan Robbins, Dire Image: The Art of Persuasion
Richard Goldstein, Cartoon Wars
6. The Image as Reality
Thomas Wheeler, The Digital Media Landscape: Liquid Imagery, Shaky Credibility
Ada Louise Huxtable, Living with the Fake and Learning to Like It
Bob Berman, Colorizing the Cosmos
Ernst Gombrich, Pygmalion’s Power
Walter Benjamin, The Work of Art in the Age of Mechanical Reproduction
Youth Subcultures: Exploring Underground America
Arielle Greenberg, Columbia College - Chicago

ISBN-10: 0321241940
Publisher: Longman
Copyright: 2007
Format: Paper; 256 pp
Published: 10/20/2006

Rhetorical Contents
Related Readings
Preface
Introduction

I. ROOTS AND ORIGINS
1. Youth Activism in the 1990s, Michael Dennis
2. The Rainbow Family Gathering, Catherine Walsh
3. The Lords of Dogtown, G. Beato
4. Nortena Slang Dictionary, Yoly A. Carillo and Arielle Greenberg **
5. Heavy Metal’s Proud Pariahs, Deena Weinstein

II. FITTING IN AND COMING TOGETHER
1. Bboy Style on the Eastside–Austin, Texas, Sasha Vliet
2. The Homeless Community of the Piers, Rob Maitra
3. Thoughts on the Movie Afro-Punk, Mimi Nguyen
5. My Life as an Enterprise Slash Writer, Kylie Lee

III. MYTHS AND TRUTHS
1. From Geeks to Freaks: Goths and the Middle Class, Amy Wilkins
2. How the Internet is Changing Straightedge, J. Patrick Williams
3. My Night as a Wiccan, Sarah Norton **
4. She Rips When She Skates, Natalie Porter
5. A Different View of Hackers, Zhi Zhu **

IV. MERCHANDISE, COMMERCIALISM AND CO-OPTING THE SCENE
1. The Year that Punk Broke Me, Arielle Greenberg
2. Towards a Critical Understanding of "Asian Cute Culture", Adrienne Lai
3. So Emo it Hurts, Emily Lamison **
4. Economic Status and Raving, Christina Robinson **
5. Street Skateboarding and the Government Stamp of Approval, Robert Rundquist

V. DROPPING OUT AND DROPPING BACK IN
1. The Graying of Aquarius, Jerry Adler
2. Growing Up and Out of the Rave Scene, Johanna Hoadley
3. Deadheads Yesterday and Today: An Audience Study, Melissa McCray Pattacini
4. Too Dirty to be a Hobo?, John Lennon
5. A Straightedger’s Journey, Robert Wood

Appendix
American Dreams
Larry R. Juchartz, Mott Community College, Elizabeth A. Stolarek, Ferris State University, Christy Rishoi, Mott Community College

ISBN-10: 0205520790
Publisher: Longman
Copyright: 2009
Format: Paper; 256 pp
Published: 01/11/2008

Table of Contents
Section I: Founders’ Dream/Dreamers Found
  Introduction
  The Origin of the Longhouse—Seneca Legend, Arthur Parker
  The Mayflower Compact
  A Model of Christian Charity (“City on a Hill”) excerpt, John Winthrop
  “Give Me Liberty or Give me Death!” Patrick Henry
  The Declaration of Independence, Thomas Jefferson
  “Common Sense,” Thomas Paine,
  Letter to John Adams: Remember the Ladies, Abigail Adams
  Response to “Remember the Ladies,” John Adams
  Constitution of the Iroquois Nations, Dekanawidah
  “Star Spangled Banner,” Francis Scott Key
  “My Country ‘Tis of Thee,” Samuel F. Smith
  Walker’s Appeal in Four Articles (excerpt), David Walker
  Democracy in America (excerpt), Alexis de Toqueville
  “Simple Gifts,” Elder Joseph Bracker
  “America the Beautiful,” Katherine Lee Bates
  “Lift Ev’ry Voice and Sing,” James W. Johnson
  “This Land is Your Land,” Woody Guthrie
  For Further Research and Writing

Section II: Dreams Deferred
  Introduction
  Seneca Falls Declaration, Elizabeth Cady Stanton and Susan B. Anthony
  Chief Seattle’s Speech of 1851
  “What to the Slave is the 4th of July?” Frederick Douglass
  The Planter’s Northern Bride, Caroline Lee Hentz
  China Men, Maxine Hong Kingston
  “Graduating Address at Yale College,” Yan Phou Lee
  How the Other Half Lives, Jacob Riis
  The Souls of Black Folk, W.E.B. DuBois
  “Eyes on the Prize,”
  “New York Fire Kills 148: Girl Victims Leap to Death From Factory”
Raisin in the Sun, Lorraine Hansberry
“The Ballot or the Bullet,” Malcolm X
“The American Dream,” Martin Luther King, Jr.
“The Ten-Point Program,” The Black Panther Party
The National Organization for Women’s 1966 Statement of Purpose, Betty Friedan
"Trail of Broken Treaties – 20-Point Proposal,” American Indian Movement
“America,” Dr. Tolbert Small

For Further Research and Writing

Section III: Streets Paved With Gold

Introduction
A New Home—Who’ll Follow? Caroline Kirkland
“The New Colossus,” Emma Lazarus
“The Road to Business Success,” Andrew Carnegie
“The Significance of the Frontier in American History,” Frederick Jackson Turner
I Came a Stranger, Hilda Satt Polachuck
“Trans-National America,” Randolph Bourne
The Promised Land, Mary Antin
Black Boy, Richard Wright
Death of a Salesman, Arthur Miller
Hunger of Memory: The Education of Richard Rodriguez, Richard Rodriguez
Messages From My Father, Calvin Trillin
“Stuck in Between,” Pao Her (pseud.)
“The Pineros,” Tom Knudson
“The Day an Immigrant Refugee Can Say “I’m an American,” Helene Cooper

For Further Research and Writing

Section IV: Sustaining the Dream

Introduction
“Little Boxes,” Malvina Reynolds
“Address at Rice University on the Space Effort,” John F. Kennedy
Great Society Speech, Lyndon B. Johnson
“On Being Asian-American,” Lawson Inada
“My American Dream,” Rafael Rosa
“Take Back the Power,” Rage Against the Machine
“Kids in the Mall,” William Severini Kowinski
“Argument in Favor of Proposition 227”
Nickel and Dimed, Barbara Ehrenreich
“What Sacagawea Means to M,” Sherman Alexie
“The Death of Horatio Alger,” Paul Krugman
“All Falls Down,” Kanye West
“Superman’s an Illegal,” Jorge Lerma
“The Power of our Pastime,” Marc Gellman
“Special Comment of October 18, 2006,” Keith Olbermann
“I Have a Dream,” Common (Lonnie Rashid Lynn, Jr)

For Further Research and Writing