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By Andrea Lunsford, Michal Brody, Lisa Ede, Beverly Moss, Carole Clark Papper, Keith Walters

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A rhetoric that bridges the gap between the writing students already do in social media and other nonacademic contexts and the writing they're expected to do in college?all within a strong rhetorical framework.

Built on the keystones of rhetoric, *Everyone's an Author* provides a strong foundation for authoring in the digital age: in college essays, but also on Twitter; in print, but also online; with words, but also with sound, video, and images. It shows students that the rhetorical skills they already use in social media, in their home and religious communities, at work and in other nonacademic contexts are the same ones they'll need to succeed in college. Examples and readings drawn from across multiple media and dealing with topics that matter to students today make this a book that *everyone* who takes first-year writing will relate to.

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