



General Housekeeping

- Everyone will be muted upon entry to the Webinar
- The webinar will be recorded. By participating in the webinar, you are agreeing to be recorded.
- If you have questions during the presentation, please use the **question** or **chat** function.
- In light of current circumstances, we will highlight Bedford resources available to assist with online teaching.
- At the end of the webinar, we will have a live Q&A option. If you want to ask a question at the end of the webinar, raise your hand and you will be unmuted to ask your question.



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Macmillan Learning

**Exploring Teaching Strategies in
Literature and Creative Writing:
Effective Literary Arguments
with Professors John L. Schilb
and John Clifford**

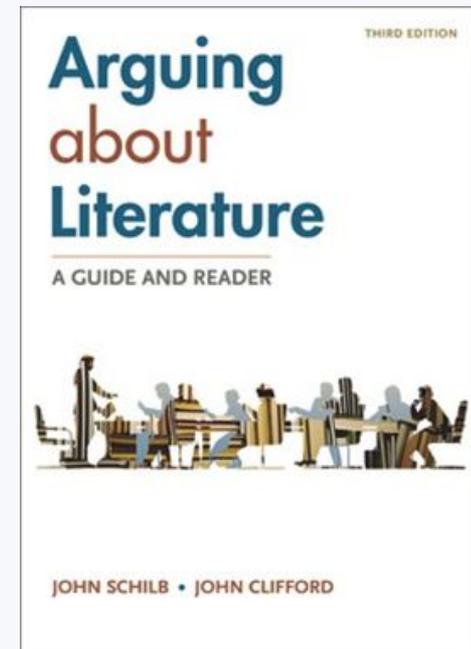
Achieve | Game changer.

Trusted content.

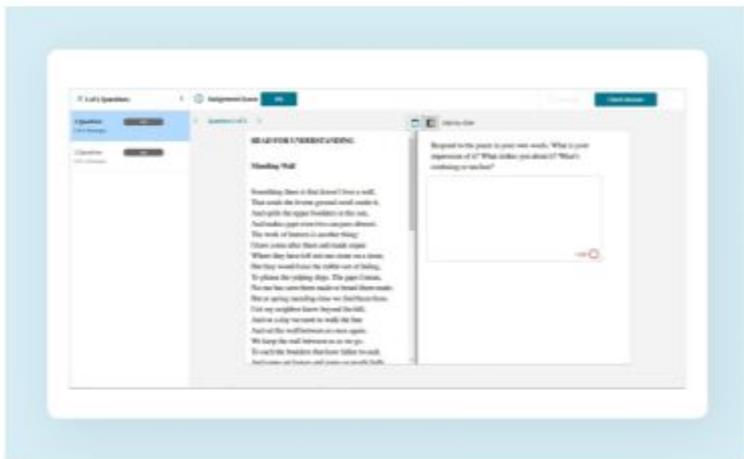
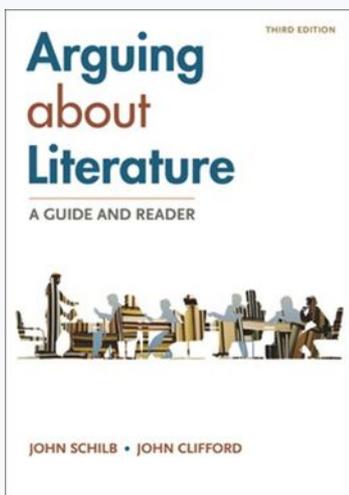
- LearningCurve adaptive quizzing
- Diagnostics *with* study plans
- Exercises, additional resources
- Powerful e-book
- Flexible reporting

Innovative, hard working **writing tools**.

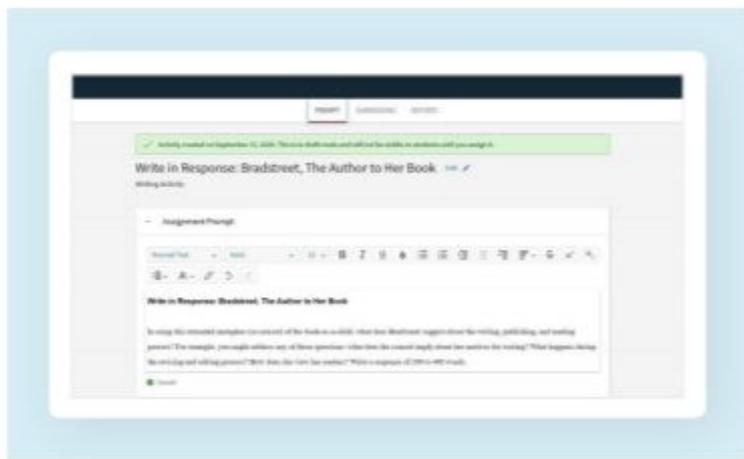
- Pre-built assignments & rubrics
- Feedback & commenting tools
- Draft goals & revision plans
- Emphasis on revision & reflection
- Peer group management
- Submission management
- Visibility into the writing process
- Source Check plagiarism prevention tools



The content you trust *plus* the literary analysis tools you need



Read for Understanding



Write in Response

Close Reading Modules

Each of the 23 modules is based on a piece of popular literature, classic as well as contemporary poetry, fiction, and selected scenes from plays, and features a **sequence of five prompts** for student activities.

- 1. Read for Overall Impression**
 Students are asked to provide a “big picture” overview.
- 2. Read for Understanding**
 Students respond to guided prompts about key language in the piece.
- 3. Analyze with Guidance**
 Students move from understanding to analysis with guided prompts.
- 4. Draw Connections**
 Students are led to draw connections between texts with guided prompts.
- 5. Write in Response**
 Students compose an informal but substantive response to the prompt.

For more information or to request a demo or class test, contact your representative or visit macmillanlearning.com/college/us/achieve/english

Meet the Authors



John L. Schilb
Professor of English, Indiana
University, Bloomington



John Clifford
Professor of English,
University of North Carolina
at Wilmington

How do you effectively combine argument and literature?

What challenges do you or your colleagues encounter when using literature to teach argument?

How do you address those challenges?

Elements of Argument

*When you argue, you attempt to **persuade** an **audience** to accept your **claims** regarding an **issue** by presenting **evidence**, explaining your **reasoning**, and relying on **assumptions***

- Persuade
- Audience
- Claim
- Issue
- Evidence
- Reasoning
- Assumptions

Kinds of Issues

- Issues of Fact
- Issues of Theme
- Issues of Definition
- Issues of Symbolism
- Issues of Pattern
- Issues of evaluation
- Issues of historical & cultural context
- Issues of genre
- Issues of social policy
- Issues of cause and effect

Sample Poem

Tell all the truth but tell it slant—
Success in Circuit lies
Too bright for our infirm Delight
The Truth's superb surprise

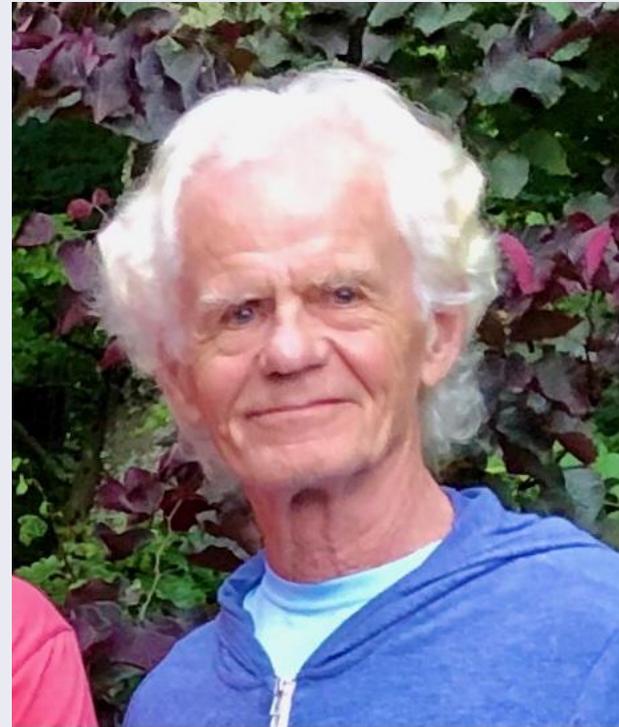
As Lightning to the Children eased
With explanation kind
The Truth must dazzle gradually
Or every man be blind—

Q&A with Professors Schilb and Clifford



John L. Schilb

Professor of English, Indiana
University, Bloomington



John Clifford

Professor of English,
University of North Carolina
at Wilmington

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3



Paragraph Cohesion Activity

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6



Synthesizing Primary Research

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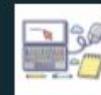
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Bedford Bibliography of Online Writing

Resources for online writing instruction.



Virtual Learning Resources

See all of our content to help you transition to online teaching.



Webinars On Demand

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Bedford New Scholars

Learn more about the Bedford New Scholars.



How can we help you?

John L. Schilb

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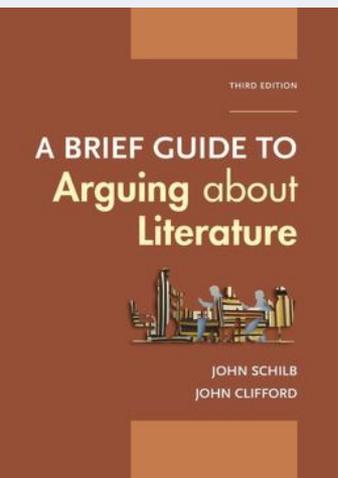
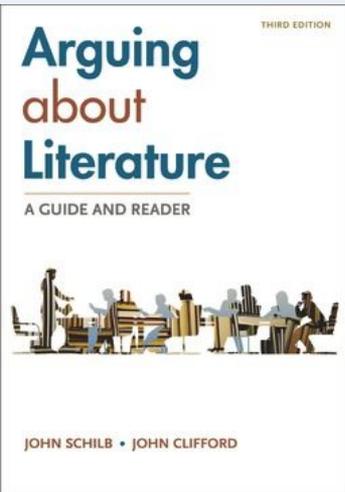
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