

Ideas in Argument, 2nd Edition

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Ideas in Argument, Second Edition, is designed to help all students—and teachers—succeed in AP® English Language and Composition courses. It was created to support teachers and guide students as they become stronger analytical readers and persuasive writers.

At the heart of the AP® English Language and Composition course are Big Ideas that are presented through strategically scaffolded and sequenced units that build skills for achieving success on the AP® Exam. Ideas in Argument, Second Edition, puts the Big Ideas into practice. Ideas in Argument follows the nine units of the AP® Framework, making it easy to use the resources found in AP® Classroom, such as Personal Progress Checks, released AP® Exam Items, AP® Daily videos, and more while paving a pathway for student success on the AP® Exam.

Student Edition Available November 2025; Teacher Edition in April 2026

Key Features

Ideas in Argument:

- Is completely aligned to the 9 units in the AP® English Language and Composition Course and Exam Description;
- Scaffolds the skills across the units in a way that builds students' confidence and success;
- Includes engaging and inspiring texts that students will love to read, and teachers love to teach;
- Presents rhetorical reading and analytical writing workshops that actually teach the craft of argument—now with more templates and models;
- Builds critical thinking skills and takes students beyond the classroom into real-world arguments;
- Contains organizers, charts, templates, and tips that help students understand and practice the rhetorical skills and concepts that matter most;
- Is written in a voice that speaks to students;
- Includes detailed, step-by-step workshops focused on tackling the AP® FRQ prompts in alignment with the scope and sequence of the AP® Course and Exam Description and Personal Progress Checks;
- Provides test-taking strategies alongside practice multiple-choice questions and AP® FRQ prompts throughout every unit; and
- Features a new, full Practice AP® Exam at the back of the book.



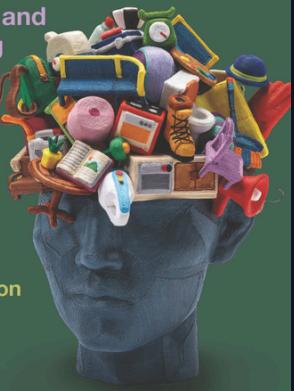
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Ideas in Argument

Building Skills and Understanding

FOR THE AP® ENGLISH LANGUAGE COURSE

SECOND EDITION



John R. Williamson
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Reading For Taylor Swift, the Future of Music Is a Love Story

Taylor Swift



Photo: Neil Krug/Redferns

The Rhetorical Situation

Taylor Swift (b. 1989) is an award-winning American singer-songwriter, one of the world's best-selling music artists, and the world's richest female musician. Though Swift debuted her career in the country music genre in 2005, she achieved repeated crossover success by experimenting with and blending influences from different genres, including pop, rock, soul, hip-hop, and indie folk throughout her discography. As a leading figure in popular culture, Swift has advocated for artists' rights, including fair compensation and ownership of their work. She experienced an ownership dispute with her earlier record label, and as a result, began re-recording many of her earlier albums as "Taylor's Version" in 2021. Her advocacy, business acumen, and approach to brand management have influenced how many artists navigate the rapidly evolving music industry. One of the most significant cultural changes Swift witnessed during her career was a shift away from physical album sales (as compact discs, tapes, or records) during the early 2010s and the significant rise in popularity of digital downloads and music streaming platforms. The following article was published on July 7, 2014 as an op-ed in the *Wall Street Journal* — a business publication known for its reporting on finance, economics, and cultural topics, catering to a professional audience.

AP® Skills Practice Activity

Analyzing Multiple Purposes of an Argument

As you read the following argument, think about how Swift is achieving multiple purposes, as well as the different audiences that were considered based on the rhetorical choices she made. Consider one of the specific audiences. Then, identify at least two purposes that Swift hoped to achieve with that audience. What rhetorical choices did she make to achieve her overall purpose with different audiences?

RHETORICAL SITUATION

AP® Multiple-Choice Practice

5. Crèvecoeur offers a definition of what it means to be an American primarily to

- (A) justify the significance of earlier definitions of American identity and integrate a new perspective.
- (B) implore the audience to address significant challenges and responsibilities new Americans face.
- (C) establish key attributes that constitute American identity and unify people with similar experiences and values.
- (D) decry the rise in cultural heterogeneity and loss of societal unity.



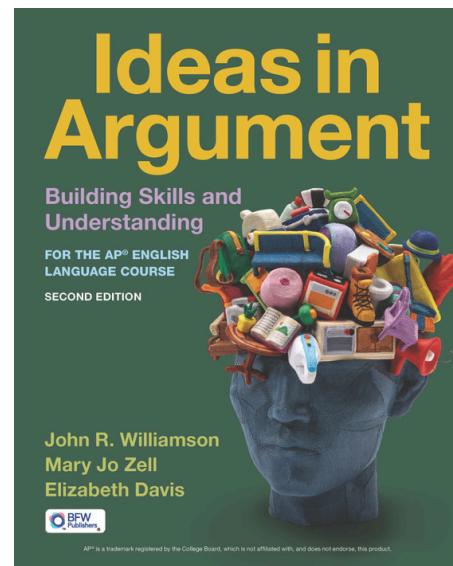
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Publishers**

New to this Edition

- **NEW! Nearly 100 new readings** from classics by writers such as James Baldwin, Helen Keller, Arthur Miller, and Zora Neale Hurston—to exciting contemporary voices, including Robin Wall Kimmerer, Tom Hanks, Jesmyn Ward, and more.
- **NEW! Applying AP® Skills questions** in the margins of the AP® Big Idea Workshop texts prompt students to read actively and focus on the workshop's central skill.
- **NEW! Writing templates** help scaffold students' skill development and provide structure to their written responses in each unit's Composition and AP® FRQ Workshops.
- **EXPANDED! Ideas in American Culture** collections with five readings on a cultural idea in every unit offer even more choices for nuanced argument and skill practice.
- **NEW! Ideas in American Culture features** help students hone visual analysis skills and developing sophisticated arguments.
- **NEW AND UPDATED!** Even more scaffolded AP® practice throughout. Deeply aligned to the skills of the course in each unit, these features meet students where they are and get them where they need to go:
 - **NEW! A practice AP® multiple-choice question in every AP® Big Idea Workshop** scaffolds students' skill development.
 - **NEW! Two practice AP® FRQ prompts for every reading in the Ideas Collections.** Written in stable prompt wording to mirror the exam, these allow students to think and write about real-world issues while also preparing for the AP® exam.
 - **EXPANDED! AP® FRQ Workshops** further scaffold the writing for the exam, with new templates, graphic organizers, quick reference charts, and annotated student models to guide students every step of the way.
 - **NEW! A full practice AP® exam** at the back of the book gives students yet another way to self-assess and prepare for the exam at the end of the year.



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