

# Fresh Approaches

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The essays in this section exemplify the thoughtful and creative approach that Cal Poly's English 134 instructors take when teaching argumentation, analysis, and stylistic complexity. As a unique spin on a profile, "Root of All Evil or Symbol of a Generation?" offers a unique perspective on how to define a particular generation. While "Selling your Lip for a Taste of Freedom" employs rhetorical analysis and argumentation, the author also looks closely at the practices of advertisers, even borrowing their methodology by using the second-person point-of-view.

The authors of these essays show their adaptability to different rhetorical situations by playing with topics, tone, and rhetorical appeals to best relate to their audience. Boyer exhibits structural inventiveness in her personal narrative in which she imagines her grandmother's funeral, just as Burt explores the relationship between personal possessions and identity. You might have noticed that some of these writers have multiple pieces in *Fresh Voices*. As you read, keep in mind Tateishi and Swanson's previous essays: consider the choices they make in one essay compared to another. What strategies for responding to diverse assignments might you model in your own writing?

While these essays take risks with their methods and meanings, they still draw on the skills necessary for composing an analytical writer's history, an entertaining and convincing profile, and a persuasive rhetorical argument. What similarities do these four essays share with others in *Fresh Voices*? What sets them apart?