



## The Imaginative Argument: A Practical Manifesto for Writers (Paperback)

By Frank L. Cioffi

Princeton University Press, United States, 2005. Paperback. Book Condition: New. 234 x 152 mm. Language: English . Brand New Book. More than merely a writing text, The Imaginative Argument offers writers instruction on how to use their imaginations to improve their prose. Cioffi shows writers how they can enliven argument--the organizing rubric of all persuasive writing--by drawing on emotion, soul, and creativity, the wellsprings of imagination. While Cioffi suggests that argument should become a natural habit of mind for writers, he goes still further, inspiring writers to adopt as their gold standard the imaginative argument: the surprising yet strikingly apt insight that organizes disparate noises into music, that makes out of chaos, chaos theory. Rather than offering a model of writing based on established formulas or templates, Cioffi urges writers to envision argument as an active parsing of experience that imaginatively reinvents the world. Cioffi s manifesto asserts that successful argument also requires writers to explore their own deep-seated feelings, to exploit the fuzzy but often profoundly insightful logic of the imagination. But expression is not all that matters: Cioffi s work anchors itself in the actual. Drawing on Louis Kahn s notion that a good architect never has all...



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