



### **Invention and Craft, Second Edition**

Exercising Creativity in College Writing and Research

*By Ronda Leathers Dively*

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**RIGHTS**

**Exclusive:** WORLD

**This must-read college composition textbook leverages creativity theory to demystify practices associated with writing in various academic and public genres.**

*Invention and Craft: Exercising Creativity in College Writing and Research* is a first-year college composition textbook that employs creativity theory to augment best practices in writing instruction. Promoting a problem-solving, insight-driven approach to composing, it casts students in the role of meaning-makers by pinpointing strategies for transforming knowledge, the hallmark of successful expository prose. The book's explicit treatment of knowledge transfer fosters recognition of patterns within and across genres and encourages students to apply lessons learned in subsequent rhetorical situations. Furthermore, *Invention and Craft* provides an instructional framework that maps similarities between expository writing and creative activity in other venues as a means of demystifying the former and broadening students' repertoire of composing strategies. Acknowledging individual cognitive styles and diverse interests, *Invention and Craft* places a high priority on energizing students and building their confidence as writers.

### **Readership**

The primary audience for this textbook is college students taking first-year composition courses.

A Secondary audience would include seniors in high school who are participating in college prep or dual credit courses.

### **About the Author(s) / Editor(s)**

Ronda Leathers Dively—retired Southern Illinois University Rhetoric and Composition Professor and writing program administrator—is the author of *Preludes to Insight: Creativity, Incubation and Expository Writing* (Hampton Press, 2006), *Invention and Craft: A Guide to College Writing* (McGraw-Hill, Inc., 2016) and *Creativity and the Paris Review Interviews: A Discourse Analysis of Famous Authors' Composing Practices* (Anthem Press, 2022). In addition, she has written numerous articles on expository writing pedagogy and writing program administration.

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