



Invention and Craft, Second Edition

Exercising Creativity in College Writing and Research

By Ronda Leathers Dively

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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 leverages creativity theory to demystify practices associated with writing in various academic and public genres. Working from the premise that all writing is creative, *Invention and Craft* approaches students as meaning-makers while emphasizing the importance of forward- and backward- reaching knowledge transfer.

Key selling points

- An approach that links creativity and composing practices designed to cultivate motivation and deep process awareness.
- Adherence to best practices in composition instruction including pervasive attention to rhetorical principles, genre literacy and knowledge-transfer.
- A tone of “straight-talk” about composition that breaks down myths about writing and other common barriers to writing success.
- Internal scaffolding, activities and assignments coordinated to reinforce key concepts and facilitate transfer between assignments.

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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