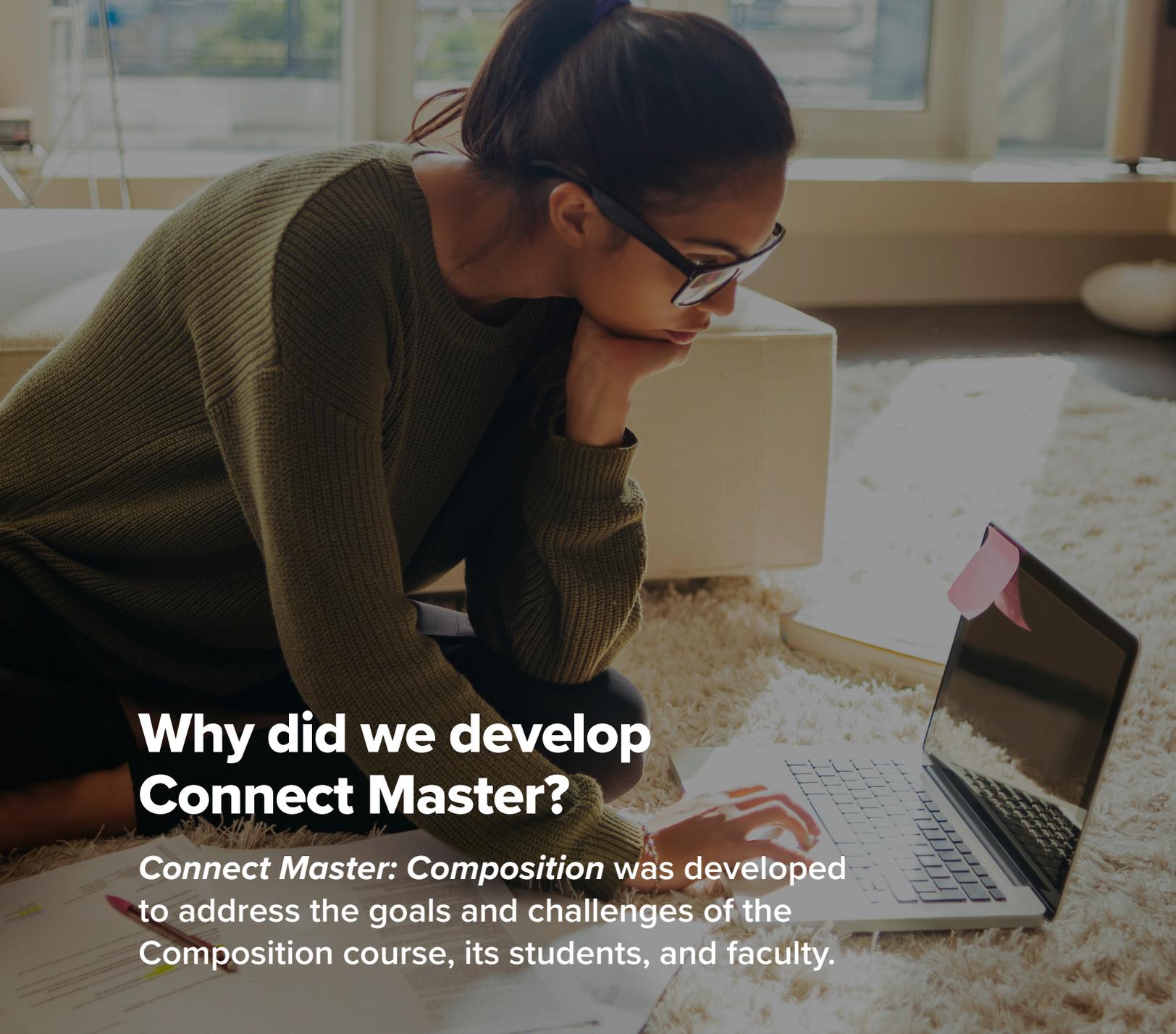




connect<sup>®</sup>MASTER

Composition

**SMARTER SOFTWARE.  
BIGGER BREAKTHROUGHS.**



## Why did we develop Connect Master?

*Connect Master: Composition* was developed to address the goals and challenges of the Composition course, its students, and faculty.

### With the support of Connect Master: Composition, students will be able to:

1. Read critically using skills such as making inferences, determining tone, purpose, and more
2. Understand and apply the research process, including how to document sources
3. Identify reasoning and argument in readings and apply it in their own writing
4. Apply the writing process—from drafting to peer revision to final draft—to a variety of aims

### TOP COURSE CHALLENGES

- 1 Addressing the wide range of student skills and needs
- 2 Getting students to read the course materials
- 3 Finding time to provide feedback and grade course assignments
- 4 Keeping students engaged and interested in the course

**TOP COURSE SKILLS** ■ Written Communication ■ Analytical Thinking ■ Critical Reading ■ Skills Application



With **Connect Master: Composition**, students with varying skills interact with engaging, scaffolded assignments that encourage them to prepare, practice, and produce for the Composition course. By guiding each student through these steps, while providing reinforcement and support at each stage, Connect Master enables each student to get the support and practice needed.

With access to a rhetoric, handbook, and reader, this comprehensive yet affordable solution enables instructors to focus on the skills and topics most important to their courses.

## CONNECT MASTER PILLARS

*Connect Master: Composition* is supported by these two pillars:



### **Flexible**

We give instructors more control over the content and student experience they want to provide for their courses. With units that can be assigned in whole, or in part and in any order, Connect Master allows instructors to uniquely tailor their courses to fit their needs.



### **Engaging**

Scaffolded assignments engage students and guide them to prepare, practice, and produce within Composition.

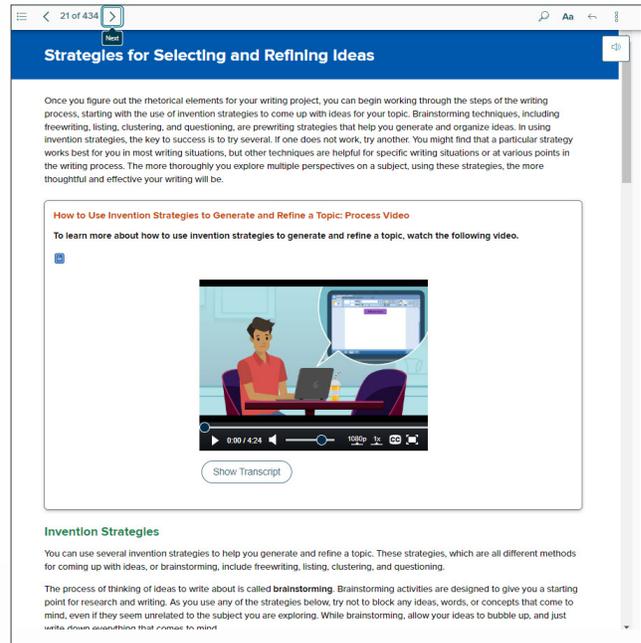


*“I really like the easy access to the textbook, the adaptive quizzing with the opportunity to “recharge,” the interactive scenarios, and the word processing interface. In short, I was impressed by the versatility and variety housed in the Connect product.”*

**DR. JOEL B. HENDERSON,**  
CHATTANOOGA STATE COMMUNITY COLLEGE

## READING REIMAGINED

- The reading experience in Connect Master: Composition introduces students to key course concepts and processes while optimizing content to be accessible on any device.
- Embedded videos demonstrate key chapter concepts, and Click & Learn boxes make reading more engaging for students.
- Instructors can assign readings as full modules or individual sections, making it easy to tailor the content, and allowing students to focus on what they need to learn and when.



Strategies for Selecting and Refining Ideas

Once you figure out the rhetorical elements for your writing project, you can begin working through the steps of the writing process, starting with the use of invention strategies to come up with ideas for your topic. Brainstorming techniques, including freewriting, listing, clustering, and questioning, are prewriting strategies that help you generate and organize ideas. In using invention strategies, the key to success is to try several. If one does not work, try another. You might find that a particular strategy works best for you in most writing situations, but other techniques are helpful for specific writing situations or at various points in the writing process. The more thoroughly you explore multiple perspectives on a subject, using these strategies, the more thoughtful and effective your writing will be.

**How to Use Invention Strategies to Generate and Refine a Topic: Process Video**

To learn more about how to use invention strategies to generate and refine a topic, watch the following video.



Show Transcript

**Invention Strategies**

You can use several invention strategies to help you generate and refine a topic. These strategies, which are all different methods for coming up with ideas, or brainstorming, include freewriting, listing, clustering, and questioning.

The process of thinking of ideas to write about is called **brainstorming**. Brainstorming activities are designed to give you a starting point for research and writing. As you use any of the strategies below, try not to block any ideas, words, or concepts that come to mind, even if they seem unrelated to the subject you are exploring. While brainstorming, allow your ideas to bubble up, and just write down anything that comes to mind.

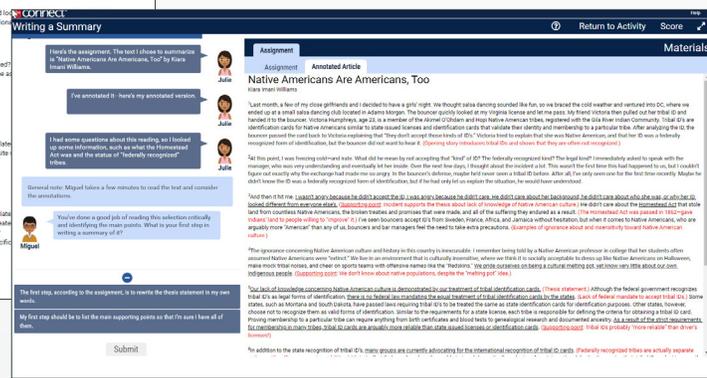
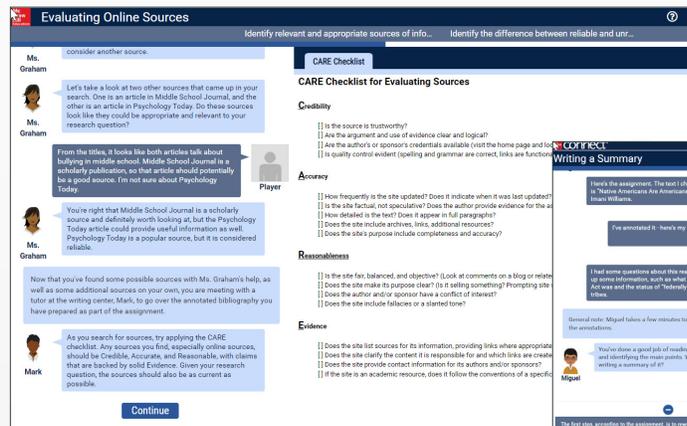
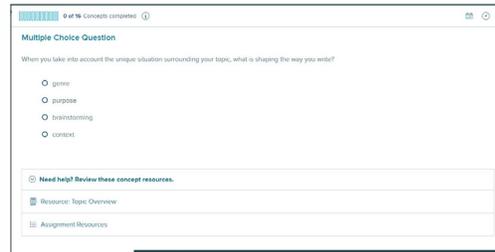


*“The variety of ways in which information is presented and reinforced makes the process of learning the information more engaging.”*

**DANIEL STANFORD,**  
PITT COMMUNITY COLLEGE

# ENGAGING PRACTICE

- Connect Master provides opportunities for students to understand, practice, and apply important course concepts and skills through engaging practice.
- Adaptive Learning Assignments provide focused and adaptive practice by guiding students through formative assessments and targeted learning resources while adjusting to provide continued practice in areas where they struggle. Assignments can be customized to focus on the concepts most important to each course, creating a focused, streamlined learning experience for students.
- Application-Based Activities give students the opportunity to apply concepts and skills to real-life scenarios in a simulated environment. These activities allow students to practice critical skills such as selecting and refining a topic, writing a summary, evaluating sources, planning and organizing an argument, and more.



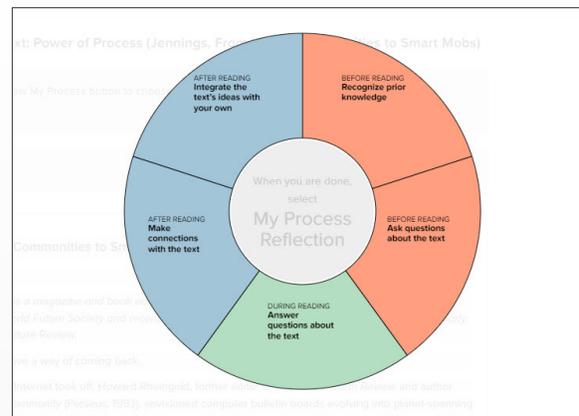
*“Love love love the immediacy of the quizzing. Highly informative and the videos do some significant heavy lifting. Well suited for the current online learning.”*

PROF. WILLIAM BECKHAM  
HORRY GEORGETOWN TECHNICAL COLLEGE

## TARGETED READING SKILLS SUPPORT

- In addition to supporting writing skills, Connect Master helps students improve reading skills by guiding them through the critical reading process, using the scaffolded approach offered through Power of Process. Students demonstrate critical thinking skills by applying active reading strategies. Choose from provided reading strategies or customize and create your own.
- **Flexible:** Power of Process’ flexible design allows instructors to upload reading selections, choose from the bank of 100 readings provided by McGraw Hill, or assign students to upload selections.
- **Engaging:** The highly interactive design of Power of Process encourages students to become active readers and writers by guiding them through a step-by-step approach. Students must apply strategies and respond through written responses or by highlighting and annotating directly within the text.
- **Relevant:** The provided bank of 100 readings offers a variety of engaging and relevant readings that reflect the diversity of perspectives and life experiences of the students in classrooms today.

Themes	Title	Preview Q	Assign
<input type="checkbox"/> Citizenship	A Job Offer, a Skill Set, a Higher Tolerance? What Does College Provide? by Kelley Soucek	<a href="#">Preview Q</a>	<a href="#">Assign</a>
<input type="checkbox"/> Criminal Justice	A Modest Proposal, by Jonathan Swift	<a href="#">Preview Q</a>	<a href="#">Assign</a>
<input type="checkbox"/> Education	A New Exhibition Captures the Magic and Power of Tattoos Across Cultures, by Fareed Kaviem	<a href="#">Preview Q</a>	<a href="#">Assign</a>
<input type="checkbox"/> Environment	A New Way to Protect the Amazon: COVID Vaccines, by Adam Maloney	<a href="#">Preview Q</a>	<a href="#">Assign</a>
<input type="checkbox"/> Ethics	Advice to Youth, by Mark Twain	<a href="#">Preview Q</a>	<a href="#">Assign</a>
<input type="checkbox"/> Health	Ain't I a Woman? by Sojourner Truth	<a href="#">Preview Q</a>	<a href="#">Assign</a>
<input type="checkbox"/> History / Culture	An Army Interrogator, His Grandfather, and a Bond Across Two Wars, by Hunter Liu	<a href="#">Preview Q</a>	<a href="#">Assign</a>
<input type="checkbox"/> Human Rights / Social Justice	An Occurrence at Owl Creek Bridge, by Ambrose Bierce	<a href="#">Preview Q</a>	<a href="#">Assign</a>
<input type="checkbox"/> Life and Death	Apocalypse Soon: The Future of Reading, by Jon Evans	<a href="#">Preview Q</a>	<a href="#">Assign</a>
<input type="checkbox"/> Media	Assessing Black Deaf History: 1980s to the Present, by Glenn B. Anderson and Lindsay M. Dunn	<a href="#">Preview Q</a>	<a href="#">Assign</a>
<input type="checkbox"/> Relationships	Black Men and Public Spaces, by Brent Staples	<a href="#">Preview Q</a>	<a href="#">Assign</a>
<input type="checkbox"/> Science / Technology	Bold Steps to Reform and Strengthen American's Criminal Justice System, by Eric Holder	<a href="#">Preview Q</a>	<a href="#">Assign</a>
<input type="checkbox"/> War / Violence	Brainology: Transforming Students' Motivation to Learn, by Carol Dweck	<a href="#">Preview Q</a>	<a href="#">Assign</a>
	Brand Me, by Maryam Sanati	<a href="#">Preview Q</a>	<a href="#">Assign</a>
	Bridging the Gap: Social Media and How It Affects Family Communication (Student Writing), by Chad Michael Lange	<a href="#">Preview Q</a>	<a href="#">Assign</a>
	Bringing Out the Flirt in You, by Christine Ng	<a href="#">Preview Q</a>	<a href="#">Assign</a>



**Reflect on a Text: Power of Process (Jennings, From Virtual Communities to Smart Mobs)**

**BEFORE READING**  
**Recognize prior knowledge**

What do you already know about the author, the subject, the type of writing, or the time and place the text was written? What do you need to know before you read?

[Save](#)

**Annotation Legend**  
The annotations you add for the following strategies will appear in the highlight color below.

**DURING READING: Answer questions about the text**



*“This kept my attention and some of it was actually fun. I kept learning by doing the activities, even after doing the reading. I kept getting surprised about how much more I knew when I went to the next activity. It was great to get immediate feedback on my answers.”*

ANONYMOUS STUDENT

## POWERFUL WRITING TOOLS

- Writing Assignment within Connect Master provides tools that help students improve their written communication skills by maximizing practice opportunities while minimizing the time instructors need to spend on grading.
- Built-in tools such as grammar and writing feedback supported by learning resources help students develop their writing skills in real-time. An originality checker helps students learn how not to plagiarize while they are writing.
- By helping students identify mistakes during their writing process and providing just-in-time instruction on how to avoid these mistakes in the future students, build confidence in their own writing process.
- Peer review functionality gives students the opportunity to collaborate and learn from fellow student writers.

**Tools**

- ▶ Writing Feedback ⓘ
- ▶ Grammar and Writing ⓘ
- ▼ Originality ⓘ

**95.66% Unoriginal**

Unoriginal matches found: 8

1. In the battle between McDonald's and Burger King, scientists have devoted their lives to create a cheap, addictive source of sustenance better known as fast food  
**EXACT MATCH**
2. For those who can't afford a nice sit down restaurant, or are simply too hung-over and impatient to wait

*"I thought the adaptive activities were really an interesting option for students. These offer a great opportunity for critical thinking while a student is outside of the classroom. I like that these activities stretch a student to really consider the way they select topic choices and develop their materials for writing an essay."*

ANN NICODEMI, CHATTANOOGA STATE COMMUNITY COLLEGE

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10. Writing to Provide Information
11. Writing a Rhetorical Analysis
12. Writing a Causal Analysis
13. Writing an Evaluation



connect<sup>®</sup>MASTER

## Composition

*[mheducation.link/connectmaster](https://mheducation.link/connectmaster)*

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