

Today's students need to be able  
to think and write clearly.

*We can help you teach them how.*

Introducing  
***Clear  
Thinking  
and  
Writing, 2/e***



A powerful print or digital reading program that will help your students learn  
to think and write clearly.

Available  
as a **book**  
or as a  
**digital program.**  
See details  
inside!

- Teaches the basics of clear thinking
- Explains the writing process and common writing patterns
- Provides a wide range of writing assignments
- Includes grammar and punctuation skills
- Offers digital resources with *English Plus*

**SEE FOR YOURSELF!** Scan this QR code to see our 10-minute video lesson about the basics of clear thinking. The video is available free in the Learning Center at [www.townsendpress.net](http://www.townsendpress.net) and on our YouTube channel.



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## Townsend Press

439 Kelley Drive • West Berlin, NJ 08091  
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Dear Educator:

*Clear Thinking and Writing* is a guide to thinking and writing with clarity. It provides the foundation students need to think and write in a logical way.

Here is what is covered in the book:

- **Part One** focuses on the two basic steps in clear thinking and effective writing: **making a point** and **supporting that point**. When students understand the difference between point and support, they have the groundwork they need to think and write clearly. Part One also explains and illustrates the steps in the process of writing both paragraphs and essays.
- **Part Two** introduces and provides practice in common writing patterns. In addition, students will learn how to research a topic. They will also be given a wide range of writing assignments to apply what they've learned.
- **Part Three** features a complete grammar and punctuation handbook. Most handbook chapters begin with a short review to determine if students need to work on a particular skill. If they do, the chapter will teach them what they need to know and provide activities and tests so they can learn in the best possible way—through *doing*.

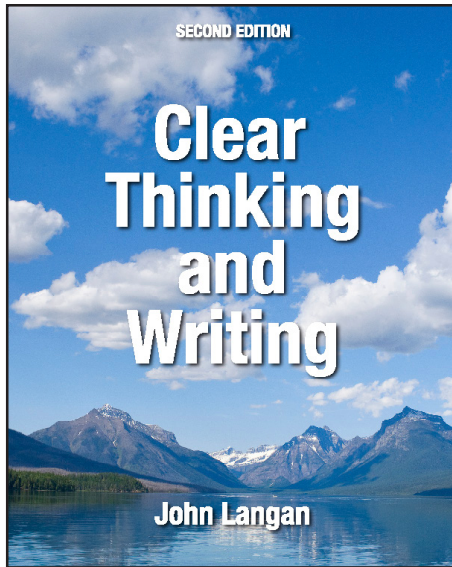
*Clear Thinking and Writing, 2/e*, is also available as a digital program. Included in an electronic package called **English Plus**, the book's digital offerings feature an ebook, assessments, exercises, tests, critical thinking activities, and writing assignments. Whether you choose the printed or digital materials, *Clear Thinking and Writing, 2/e*, presents clear explanations, a friendly tone, and lively examples and practice materials. The goal is to help students learn to think clearly and to master writing skills in a quick and appealing way.

I encourage you to visit our Learning Center or our YouTube channel to **watch the FREE introductory video** for *Clear Thinking and Writing, 2/e*. You will find it a valuable resource for students working to learn the basics of making and supporting a point.

Thank you for your time and attention—and your efforts on behalf of students.

*Dr. Judith Nadell*

Director, Print and Digital Media  
Townsend Press



## *Clear Thinking and Writing, 2/e*

John Langan

ISBN (Student Edition): 978-1-59194-552-9

ISBN (Instructor's Edition): 978-1-59194-553-6

336 pages

Net price: \$29

The entire book is dedicated to helping your students think clearly and write with clarity.

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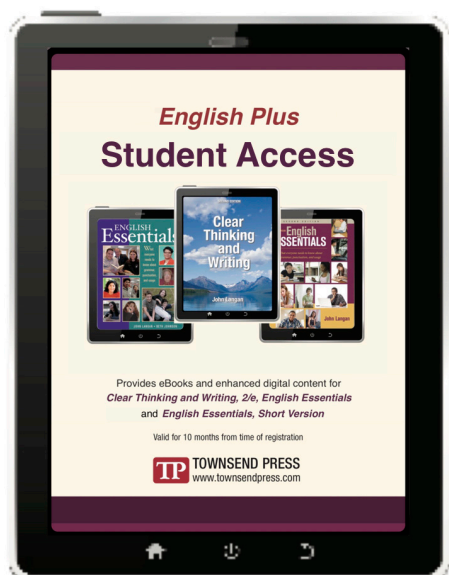
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## English Plus

John Langan

ISBN (Access Card): 978-1-59194-466-9

ISBN (Emailed Subscription): 978-1-59194-466-9e

Subscription Duration: 10 months

Net price: \$25\*

A subscription to **English Plus** includes a complete ebook of *Clear Thinking and Writing*, 2/e, and more. See details below.

*\*Site licenses and multiyear discounted pricing are available for schools. Contact us for details.*

## FEATURES

- **Complete ebook of CTW.** Students can view their ebook on a tablet, computer, or even a smartphone. They can also annotate, highlight, and mark up ebook pages.
- **Twenty-five progressive online tests on the basics of clear thinking.** These tests—250 point-support items in all—gradually increase in difficulty, enabling students to systematically strengthen their ability to think clearly and logically.
- **Grammar and punctuation exercises.** A full menu of digital activities is available for the grammar and punctuation skills found in Part Three of *Clear Thinking and Writing*. Hundreds of assignments and thousands of items, each with individualized feedback, teach students as they work.
- **Bonus readings.** The first five readings include “The Power of Kindness,” “Time to Unplug” (about the replacement of the printed page with digital devices in today’s world), “The Opioid Crisis in America,” “Extra Large, Please” (about obesity in America), and “The Fist, the Clay, and the Rock” (about the power of determination). Additional readings will be available soon.
- **Administrative controls.** The Learning Center makes managing classes, scheduling assignments, and recording grades easy. Our support staff is ready to answer any questions and can even help set up your classes.
- **Bonus ebooks.** Copies of our acclaimed *English Essentials* titles are also included in **English Plus**.

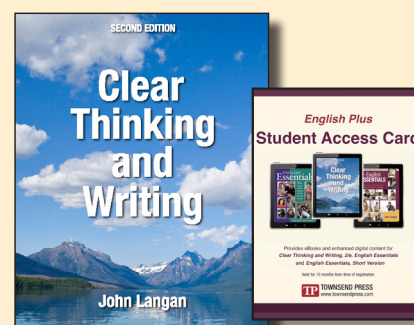
## And a Combined Print-Electronic Option

### *Clear Thinking and Writing—Bundle*

ISBN 978-1-59194-565-9

Net price: \$35

Includes the printed book and an access card to the electronic book and added materials.




# A Sample Point-Support Mastery Test

Here is one of the point-support mastery tests in the book. (In addition to the tests in the book, there are 25 online tests that provide students with feedback on each answer.)

Name \_\_\_\_\_ Section \_\_\_\_\_ Date \_\_\_\_\_

Score: (Number right \_\_\_\_\_ x 10 = \_\_\_\_\_ %

**Point and Support: MASTERY TEST 1**

In the groups of sentences that follow, one sentence is the point, or main idea, and the other sentences are details that support and develop this point. Put a check (✓) in front of the point in each group.

1. ☐ A. A traffic light is needed at the intersection.

☐ B. A number of accidents have occurred at that intersection.

☐ C. Drivers sometimes ignore the stop sign at that intersection.

☐ D. Traffic backs up and needs to be regulated at that intersection.

2. ☐ A. A television is always blaring in one corner of the lounge.

☐ B. The student lounge is not a place for quiet study.

☐ C. There are always people in the lounge laughing and talking loudly to each other.

☐ D. Smartphones are constantly ringing and beeping.

3. ☐ A. High schools need to teach personal finance skills.

☐ B. Many young people do not know how to budget their money.

☐ C. More and more people are getting into serious credit-card debt.

☐ D. Unfortunately, parents do not always set the best examples when it comes to sensible budgeting.

4. ☐ A. Cats refuse to learn silly tricks just to amuse people.

☐ B. Cats are more sensible than dogs.

☐ C. Dogs will accept cruel mistreatment, but if a cat is mistreated, it will run away.

☐ D. Cats will mainly eat only pure protein and not just anything that is handed to them.

5. ☐ A. Fewer companies are offering health plans and retirement benefits.

☐ B. Conditions in the workplace are tougher than they used to be.

☐ C. In many industries, workers have had to take pay cuts.

☐ D. Older employees are often replaced by younger workers who are paid less.

6. ☐ A. Chemicals in dark chocolate help protect arteries from heart disease.

☐ B. Dark chocolate contains ingredients that fight depression.

☐ C. Dark chocolate can be good for the human body.

☐ D. Dark chocolate is loaded with minerals and even a decent amount of fiber.

7. ☐ A. The stimulant effects of a daily cup of coffee have been proved to reduce suicide rates.

☐ B. Coffee flushes from the bloodstream the excess fat that clogs arteries.

☐ C. Coffee supplies a large dose of antioxidants, chemicals which prevent the formation of tumors.


☐ D. Even though coffee can make you jittery and interfere with sleep, there are real health benefits to drinking coffee.

# Sample Writing Assignments

There are more than 100 writing assignments in the book, often including prompts and student models so students will have an idea of how to proceed. Here is the opening of one writing assignment section.

Name \_\_\_\_\_ Section \_\_\_\_\_ Date \_\_\_\_\_

Grade \_\_\_\_\_

**Argument in Writing: MASTERY TEST 1**

Write an argument paragraph or essay that supports one of the following points:

• Smartphones do (or do not) enhance students' education.

• Sugary drinks should (or should not) be banned from stores.

• Social networking sites such as Facebook, Instagram, Twitter, and YouTube are beneficial (or not beneficial) to personal growth.

• Every citizen should (or should not) be required to vote.

• More politicians should (or should not) support reasonable gun controls.

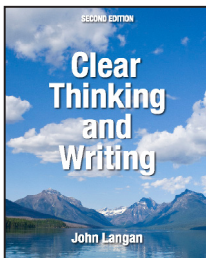


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*Helping you help students learn*

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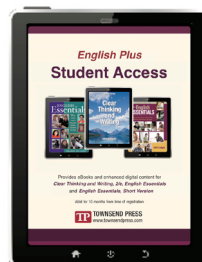


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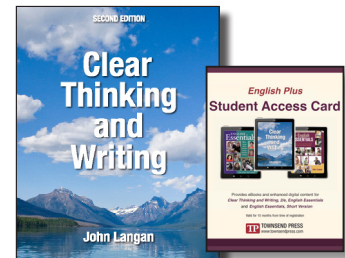


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