

College English Catalog



Reading • Writing • Grammar • Vocabulary
(Page 4) (Page 7) (Page 10) (Page 12)



Townsend Press

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Dear Educator:

Education is increasingly dominated by big businesses. Big test makers. Big promises—and even bigger expenses. But are these trends helping students?

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The pages that follow showcase our print and digital offerings. Our pricing is transparent—and most of our materials are available in print or digital formats, or in print/digital bundles.

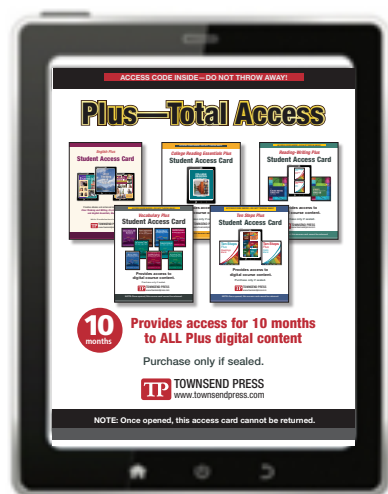
We invite you to contact us for samples of print and electronic materials that interest you. If you'd like to discuss what you see, please write or call us. You'll discover we are as passionate about helping your students learn as you are.

We hope to hear from you soon!

John Langan

President, Townsend Press

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Reading level 6–12
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Here's What's in Total Access

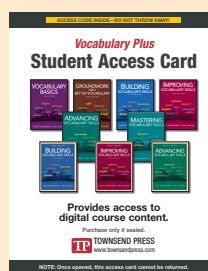


tests, bonus readings, and an instructional video.

English Plus

Digital resources that teach key English, grammar, and writing skills.

Includes three digital textbooks, including our new writing text, *Clear Thinking and Writing, 2/e*, and our grammar textbooks: *English Essentials*, and *English Essentials, Short Version 2/e*. *English Plus* also includes assessments, interactive exercises, lessons,

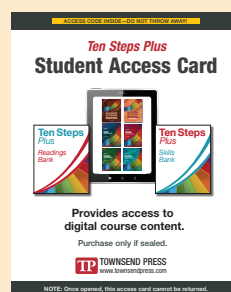


audio and visual support.

Vocabulary Plus

Our acclaimed, interactive vocabulary-building program.

Anchored in the words-in-context approach, *Vocabulary Plus* includes 9 ebooks, individualized assessment, hundreds of lively, interactive activities, item-specific feedback, word parts lessons, SAT/GRE review words, score reporting, as well as

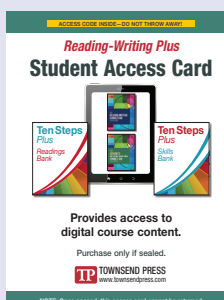


videos, and a complete digital library are also included.

Ten Steps Plus

Our popular digital program for building college reading skills.

Ten Steps Plus prepares students for college reading with research-based resources drawn from our groundbreaking texts. It features comprehensive ebooks, reading assessments, interactive exercises and mastery tests that illustrate and teach key reading strategies. Lessons, instructional

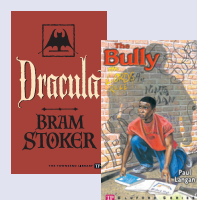


and a complete digital library.

Reading-Writing Plus

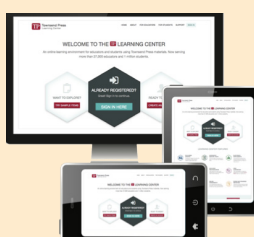
Powerful digital resources that teach college reading and writing skills.

Reading-Writing Plus integrates reading and writing instruction. It brings ebooks of our two *Reading-Writing Connection* texts, along with a comprehensive Skills Bank and Readings Bank, to students' fingertips. Like *Ten Steps Plus*, it also includes digital practice exercises, mastery tests, lessons,



Reading Unlimited

To become strong readers, students must **read**. *Reading Unlimited* offers 130+ engaging fiction and nonfiction ebooks, including the complete **Townsend Library** and the ever-popular **Bluford Series**! Each title comes with integrated digital activities and a Study Guide.



The Learning Center

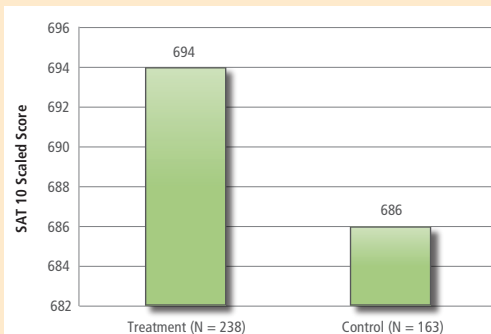
Each item above is hosted in the **Learning Center**, a powerful, practical class management system that includes roster and assignment controls, score report capabilities, Google Sign-on integration, administration settings and live customer support!

TEN STEPS READING SERIES: THE STANDARD OF SUCCESS

It's a fact. Many students arrive at college unprepared for college-level reading. When this happens, educators and students turn to the *Ten Steps Series* from Townsend Press. Here's why.

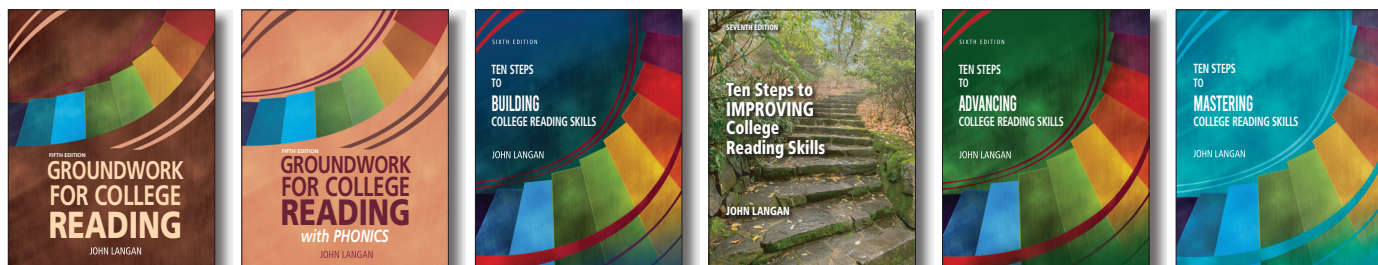
The *Ten Steps Series* is the best sequence of reading books to prepare students for college success. **And now it is stronger than ever with *Ten Steps Plus*.**

Figure 1: Ten Steps Reading Series Users Outperform Users of Other Textbooks On Reading Comprehension Posttest



Study conducted by SEG Measurement.

THE COMPLETE TEN STEPS SERIES



Title/ISBN	Suggested Reading Level	Avg. Lexile Score	Page Count	Price	Digital Options
<i>Groundwork for College Reading, 5/e</i> ISBN: 978-1-59194-472-0	6–8	850	532	\$30	YES
<i>Groundwork for College Reading with Phonics, 5/e</i> ISBN: 978-1-59194-486-7	6–8	850	612	\$30	YES
<i>Ten Steps to Building College Reading Skills, 6/e</i> ISBN: 978-1-59194-464-5	8–9	1000	642	\$30	YES
<i>Ten Steps to Improving College Reading Skills, 7/e</i> ISBN: 978-1-59194-566-6	9–10	1050	660	\$30	YES
<i>Ten Steps to Advancing College Reading Skills, 6/e</i> ISBN: 978-1-59194-434-8	10–11	1150	724	\$30	YES
<i>Ten Steps to Mastering College Reading Skills</i> ISBN: 978-1-59194-520-8	11–12	1200	672	\$30	YES

Each *Ten Steps* Title

Covers Key Reading Skills such as:

- Vocabulary in Context
- Main Ideas
- Supporting Details
- Implied Main Ideas
- Relationships
- Inferences
- Purpose and Tone
- Argument
- Critical Thinking
- Active Reading & Study

AND

Offers these FREE resources:



Printed Instructor's
Edition



Electronic
Instructor's Guide



PowerPoints



Digital Reading
Assessments

Top Ten Reasons Instructors Choose *Ten Steps*

- 1 Expertise:** The *Ten Steps Series* draws from decades of classroom experience and research in the field of reading. *Ten Steps* teaches what students need to succeed.
- 2 Depth:** Each *Ten Steps* book explains ten essential reading skills. Examples, exercises, and online activities deepen skill coverage and require students to use what they've learned.
- 3 Clarity:** Reading skills in *Ten Steps* are presented in clear, friendly language that helps students learn.
- 4 Interest:** Dull readings discourage learning. *Ten Steps* books feature lively textbook excerpts, passages, and extended essays that appeal to students and make learning interesting and fun.
- 5 Interactivity:** Learning requires students to engage with their materials. *Ten Steps* is full of printed AND online activities that get students to interact with key concepts.
- 6 Teachability:** *Ten Steps* was created by teachers with an eye on the classroom. As a result, *Ten Steps* is teacher-friendly.
- 7 Flexibility:** *Ten Steps* features a modular framework that can be modified to suit any instructional context.
- 8 Synergy:** *Ten Steps* builds students' reading skills through cumulative lessons. Skills learned in Part One must be applied to reading selections in Part Two and to combined-skills tests in Part Three.
- 9 Rigor:** Reading skills require critical thinking skills. *Ten Steps* features challenging exercises that build both.
- 10 Reliability:** Used by tens of thousands of students, *Ten Steps* has been proven to be the most effective print and digital combination for teaching college reading skills.

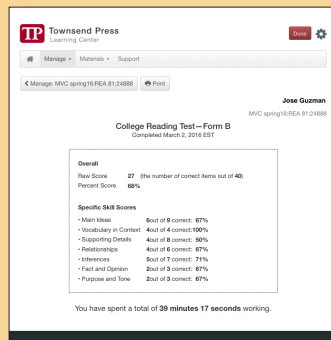
Looking for Digital Options? Check Out *Ten Steps Plus*.

Ten Steps Plus includes all the content of the acclaimed *Ten Steps Series* plus a number of digital exclusives. See details below and on page 9.

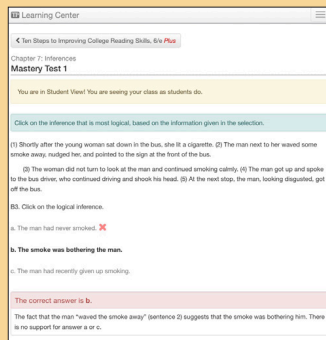


Ten Steps Plus can be purchased as a 10-month stand-alone subscription for \$29 OR as part of a textbook bundle* for \$35. Discounted site license options are also available.

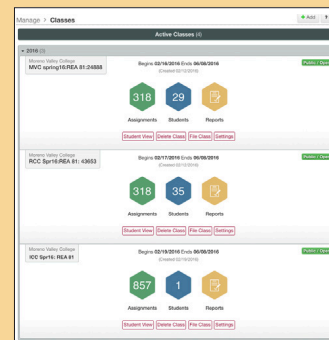
Ten Steps Plus includes these features—and more!



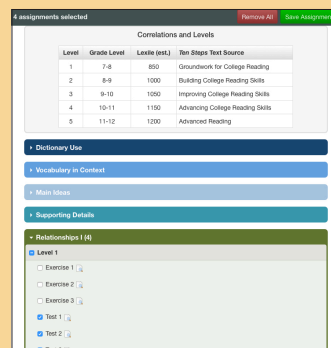
Reading Assessments



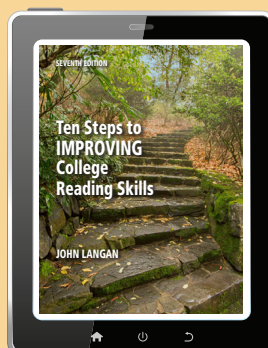
Mastery Tests



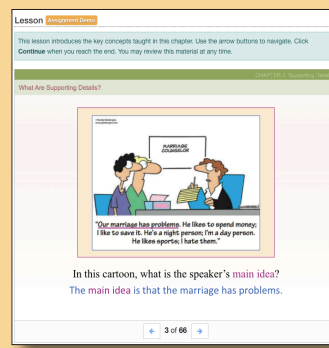
Class Management Tools



Interactive Assignments



Digital Textbooks



Lessons

Want to engage and inspire writers?

Clear Thinking and Writing, 2/e

John Langan

Reading level 8–12

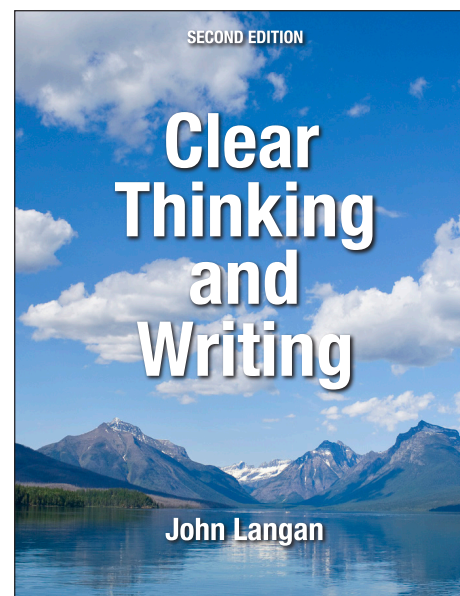
330 pages

ISBN 978-1-59194-552-9 • \$30 Book Only

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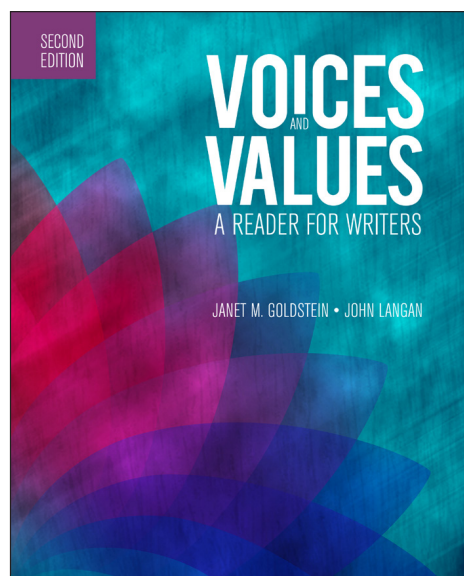
A powerful print or digital writing program that will help students learn to think and write clearly.

Too many writing books lose sight of the forest for the trees. *Clear Thinking and Writing* gets to the heart of the matter to help students focus their thinking and improve their writing. The book teaches the basics of clear thinking and of the writing process, while also exploring common writing patterns and grammar skills. Students get to practice these fundamentals in the 100+ writing assignments the book and online platform provide.



Chapter topics include: Introduction to Point and Support • Point and Support in Paragraphs and Essays • Understanding the Writing Process • Relationships in Writing • Argument in Writing • Writing a Research Paper with Sources • and 30+ grammar chapters

OR



Featuring essays about gratitude, personal growth, fairness, responsibility, kindness, and courage by Alex Haley, Amy Tan, Mark Bowden, Alice Walker, Nicholas Kristof, and many others.

Voices and Values, 2/e

Janet M. Goldstein & John Langan

Reading level 9–13

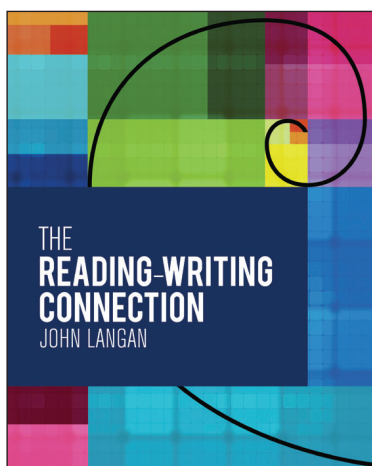
ISBN 978-1-59194-443-0

480 pages • \$25

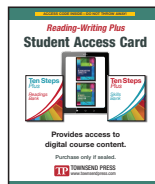
A collection of lively, thought-provoking essays students will want to read and discuss.

Accompanying each selection are activities that help students improve their reading, thinking, and writing skills. Activities include freewriting, discussion, vocabulary, and reading comprehension questions, as well as paragraph and essay assignments. The book is suited to reading-writing classes or as a core text in a writing class focused on covering paragraphs, essays, or both.

Preparing students for college-level reading and writing? *Make the Connection!*



Or bundle book with *Reading-Writing Plus* for best value!



The Reading-Writing Connection

John Langan

Reading level 7–11 • 1020L

480 pages

ISBN 978-1-59194-301-3 • \$30

(book only)

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(book with *Reading-Writing Plus*)

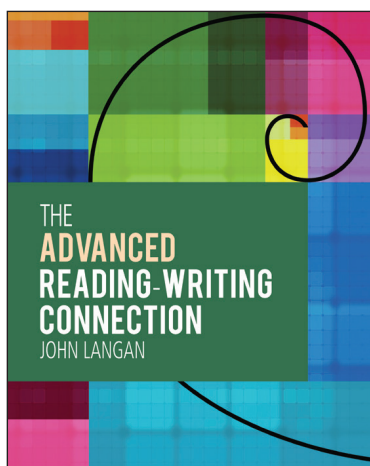
See page 9 for details

Chapter topics include the following for both Reading *and* Writing:

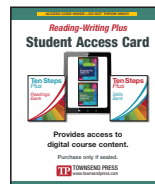
- Vocabulary Development • Main Ideas • Supporting Details • Relationships • Inferences

Also includes chapters on:

- Understanding the Writing Process
- Fifteen Selections for Readers and Writers • Longer Selections in Reading and Writing



Or bundle book with *Reading-Writing Plus* for best value!



The Advanced Reading-Writing Connection

John Langan

Reading level 9–13 • 1210L

472 pages

ISBN 978-1-59194-425-6 • \$30

(book only)

ISBN 978-1-59194-492-8 • \$36

(book with *Reading-Writing Plus*)

See page 9 for details

Chapter topics include the following for both Reading *and* Writing:

- Main Ideas • Supporting Details • Relationships • Inferences • Argument

Also includes chapters on:

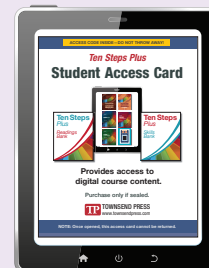
- Understanding the Writing Process
- Fifteen Selections for Readers and Writers

Key Features

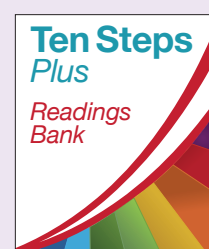
- ✓ **Integration of reading and writing.** Rather than dividing these fundamentally interrelated skills, the books teach them as they should be taught: *together*.
- ✓ **Emphasis on clear thinking.** Students learn to identify main ideas and supporting details in essays and in their own writing—a central critical thinking skill required in college and on standardized tests.
- ✓ **Standards-based instruction.** Both books share deep and substantive alignment with national and state standards and the skills colleges seek.
- ✓ **Frequent practice.** All skills and concepts are reinforced with numerous, cumulative hands-on activities that *teach* students.
- ✓ **Engaging content.** Students will experience genuine interest in the lively essays they read and the thought-provoking assignments they write.
- ✓ **Ease of use.** The sequence in each book—from explanation to example to practice to mastery test—helps make skills easier for teachers to teach and for students to learn.

What's in *Ten Steps Plus* & *Reading-Writing Plus*? An entire library and more . . .

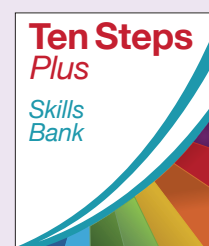
- ✓ **Complete Series eBooks:** The *Ten Steps Series* and our *Reading-Writing Connection* books are bestselling texts for teaching college reading and writing. Each series is included, respectively, with a full subscription to *Ten Steps Plus* or *Reading-Writing Plus*. Accessed inside the Learning Center, these ebooks include bookmarking, highlighting, and note-taking capabilities.



- ✓ **The Readings Bank:** A digital exclusive, this collection of 15 new readings features the lively, high-interest tone and content found in our books. They also include Lexile scores, reading comprehension questions, and writing assignments.



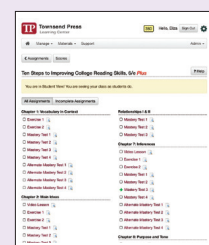
- ✓ **The Skills Bank:** Want to teach a unit on main ideas? Looking to offer a learning module on inferences? Need students in your co-requisite class to brush up on supporting details? The Skills Bank makes it easy. Featuring the full array of online exercises and tests from the *Ten Steps Series*, the Skills Bank lets you choose the skill(s), level(s), and sequence *you* want to teach.



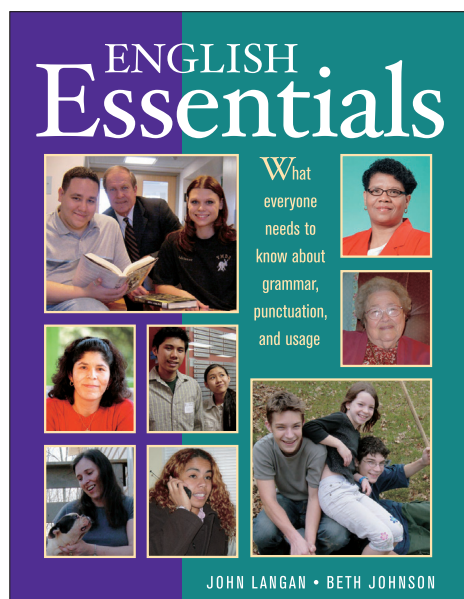
- ✓ **The Townsend Library:** To become stronger readers, *students need to read more*. That's why we include ebooks of all 100+ titles in the popular Townsend Library with each *full Ten Steps Plus* or *Reading-Writing Plus* subscription.



- ✓ **Exercises and Mastery Tests:** The Learning Center has long hosted thousands of exercises and test items to teach reading skills. These acclaimed materials are now part of *Ten Steps Plus* and *Reading-Writing Plus*.



Need to work on grammar? We've got it covered.



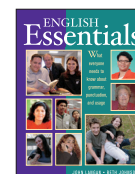
English Essentials

John Langan & Beth Johnson

Reading level 6–12 • 346 pages

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English Essentials teaches grammar, punctuation, and usage in a lively way: with personal stories and pictures. And it prepares students for standardized tests by providing **abundant practice activities**.

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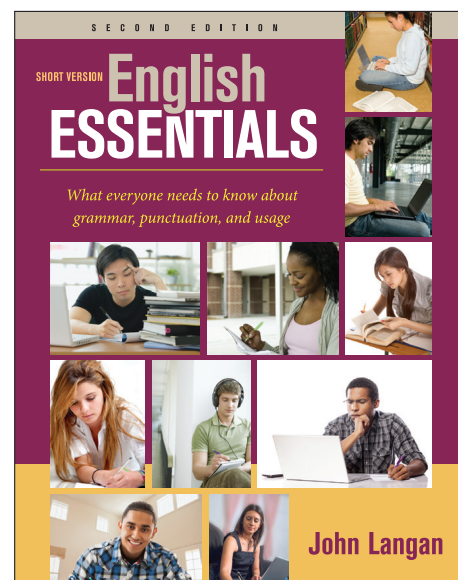
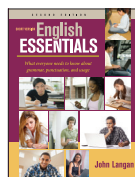
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John Langan

Reading level 8–12 • 282 pages

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ISBN 978-1-59194-462-1 • \$26 Book with *English Plus*



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Reading level 8–12

ISBN 978-1-59194-466-9

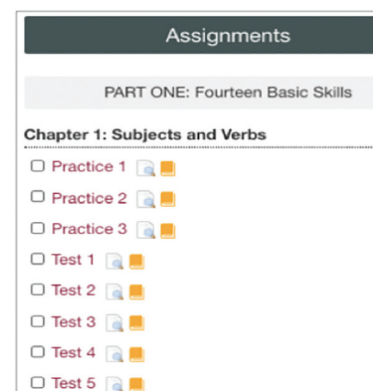
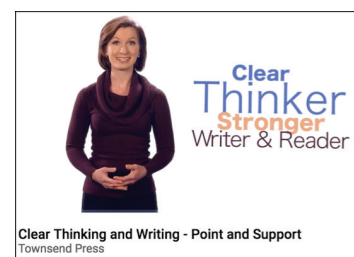
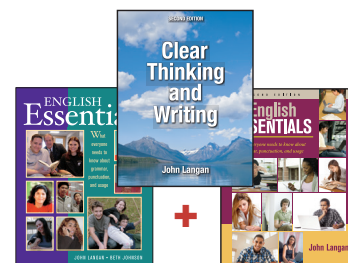
\$26 (less if bundled with textbook or as part of a site license)

English Plus is included in any *Total Access* subscription.
(see page 6)

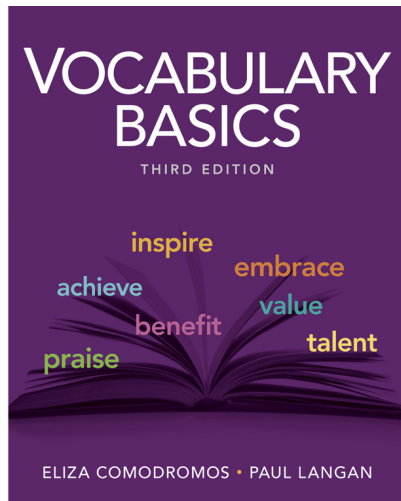


English Plus Includes These Digital Items and More!

- ✓ **Three Acclaimed eBooks** Accessed inside our Learning Center are our popular writing text, *Clear Thinking and Writing 2/e*, and two grammar titles: *English Essentials* and *English Essentials, Short Version 2/e*.
- ✓ **Grammar Skills Assessment** Easy to administer, automatically scored, and directly aligned with the skills in *English Plus*, these tests can guide individual and class instruction.
- ✓ **Instructional Video** Hands-on, practical, and engaging, this video introduces students to the idea of making and supporting a point—the basics of critical thinking.
- ✓ **Bonus Readings** 5 bonus reading selections and suite of assignments are included. Readings will be updated regularly to address topics of concern in our ever-changing world.
- ✓ **Exercises, Assignments, and Tests** Crafted for the key skill chapters in the books, these interactive items teach and reinforce each skill.
- ✓ **Clear Thinking Tests** 25 online tests focus on the basics of clear and logical thinking. Gradually increasing in difficulty, they enable students to systematically strengthen their logical thinking skills.



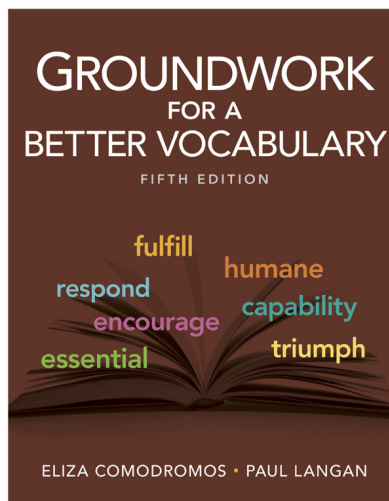
Words have power. Our acclaimed Vocabulary Series* will help your students master that power!



Reading Level 5–6

Vocabulary Basics

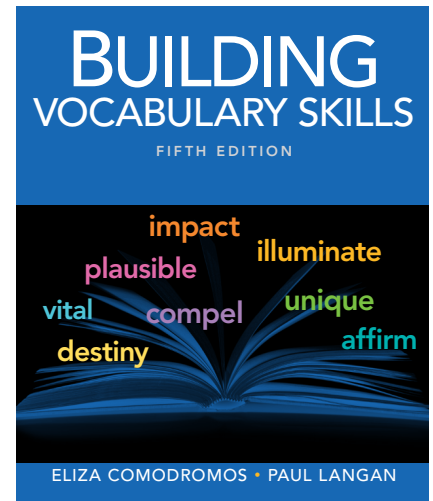
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Reading Level 7–8

Groundwork for a Better Vocabulary

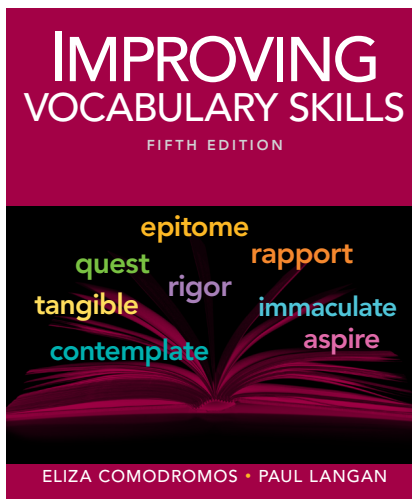
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Reading Level 9–10

Building Vocabulary Skills

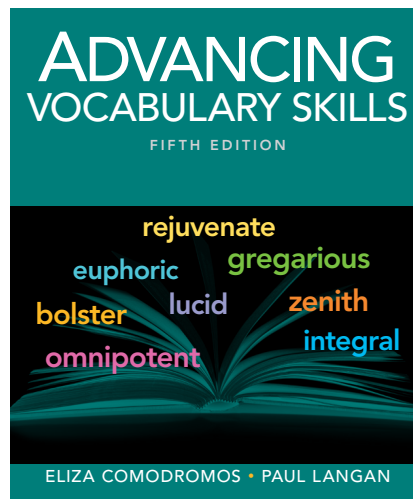
Eliza Comodromos & Paul Langan
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Reading Level 10–11

Improving Vocabulary Skills

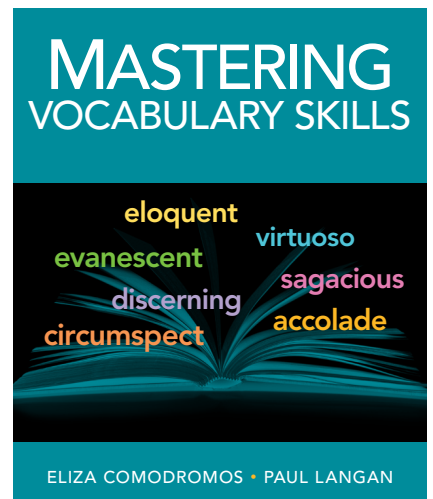
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Reading Level 11–12

Advancing Vocabulary Skills

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198 pages • \$12.90



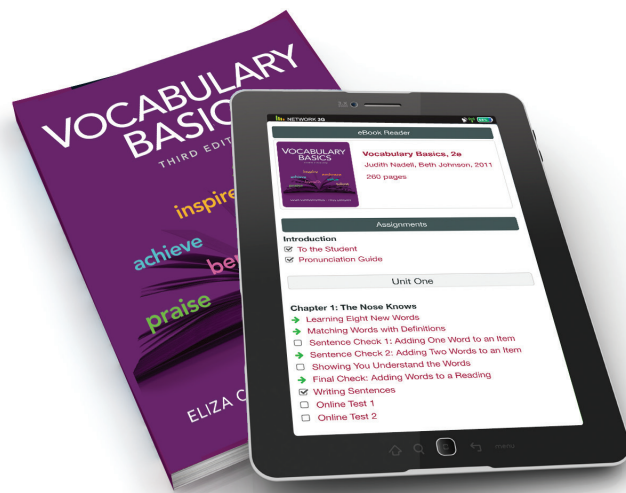
Reading Level 12–13

Mastering Vocabulary Skills

Eliza Comodromos & Paul Langan
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198 pages • \$12.90

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Includes the content of ALL SIX powerful texts covering more than 1,700 essential words.

Vocabulary Plus
Site Licenses are available.

Vocabulary Plus

ISBN 978-1-59194-436-2

LEVEL 5–13

\$12.90 for 10-month subscription

\$17.90 for bundled Book + *Vocabulary Plus*

\$15.90 for bundled short version Book + *Vocabulary Plus*

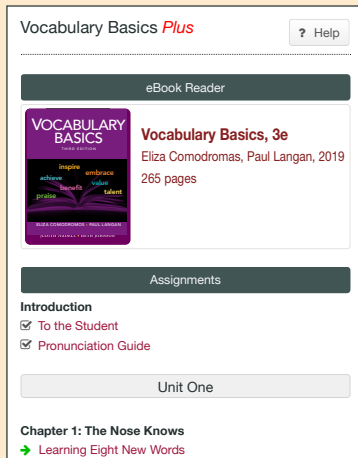
Key Features

- **A Proven Approach.** Research shows students learn best by seeing words repeatedly in different contexts, not through memorization. That's why our books and *Vocabulary Plus* present each word in *at least 10 different contexts*. Each encounter increases the chance a word will become part of a student's permanent vocabulary.
- **Abundant Practice.** Extensive practice exercises, unit reviews, crossword puzzles, and unit tests provide ample reinforcement. So does the repetition of learned words in later chapters. All this practice means that students learn in the best possible way: by working closely and repeatedly with each word.
- **Emphasis on Key Words.** Our editors combined their own teaching experience with a number of word frequency lists to determine which words to cover. The result is a core of 1,700 key words, sequenced according to difficulty, that students will need to know.
- **Affordable Pricing.** Our vocabulary options offer the highest possible quality at the lowest possible price. The books sell for \$12.90, as does a *Vocabulary Plus* subscription. You can even bundle *Vocabulary Plus* with a textbook and save, for a total of \$17.90. *Site licenses are also available for institutional purchases.*
- **Supplements and Support.** Want an exam copy or wish to adopt *Vocabulary Plus* at your school? Have questions about compatibility? Contact us!

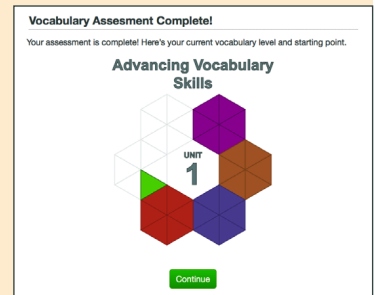
What's in *Vocabulary Plus*?

Everything in our books *PLUS* these outstanding features:

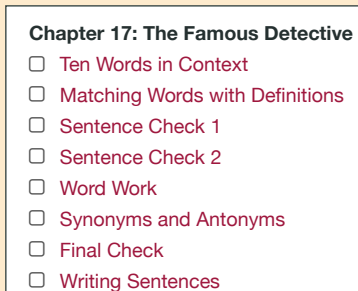
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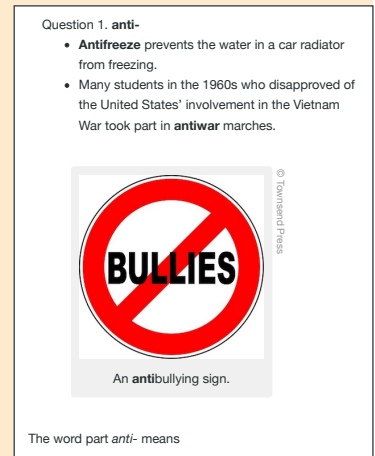
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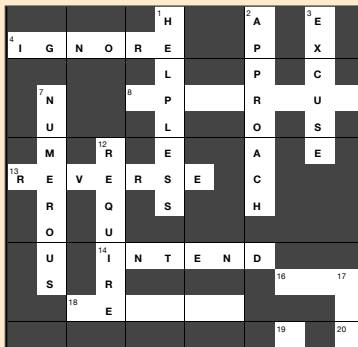
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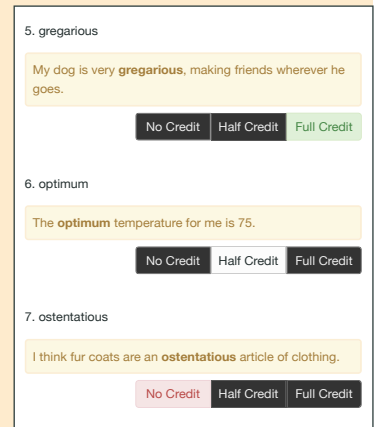
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