



The Imaginative Argument: A Practical Manifesto for Writers

By Frank L. Cioffi

Princeton University Press, United States, 2005. Paperback. Book Condition: New. 234 x 152 mm. Language: English . Brand New Book. More than merely a writing text, The Imaginative Argument offers writers instruction on how to use their imaginations to improve their prose. Cioffi shows writers how they can enliven argument--the organizing rubric of all persuasive writing--by drawing on emotion, soul, and creativity, the wellsprings of imagination. While Cioffi suggests that argument should become a natural habit of mind for writers, he goes still further, inspiring writers to adopt as their gold standard the imaginative argument: the surprising yet strikingly apt insight that organizes disparate noises into music, that makes out of chaos, chaos theory. Rather than offering a model of writing based on established formulas or templates, Cioffi urges writers to envision argument as an active parsing of experience that imaginatively reinvents the world. Cioffi's manifesto asserts that successful argument also requires writers to explore their own deep-seated feelings, to exploit the fuzzy but often profoundly insightful logic of the imagination. But expression is not all that matters: Cioffi's work anchors itself in the actual. Drawing on Louis Kahn's notion that a good architect never has all...

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