

as appropriate, followed by the last name. Sign off with your own name and information on how to contact you.

■ **Pay attention to tone.** Don't use all capital letters, which SHOUT. And use irony or sarcasm only cautiously: in the absence of facial expressions, either one can lead to misunderstanding.

■ **Pay attention to correctness.** Especially when you write to instructors, avoid the shortcuts of texting and tweeting, such as incomplete sentences and abbreviations (*u* for *you*, *r* for *are*, and so on). (See also pp. 76-78.) Proofread for errors in grammar, punctuation, and spelling.

■ **Send messages only to the people who need them.** As a general rule, avoid sending messages to many recipients at once—all the students in a course, say—unless what you have to say applies to all of them. Before you hit Reply All in response to a message, ensure that "all" want to see the response.

■ **Guard your own and others' privacy.** Online tools allow us to broadcast hurtful information about others—and allow others to do the same to us. Before you post a message about yourself or someone else, consider whether it's worthwhile and who will see it, not only now but in the future. When forwarding messages, make sure not to pass on previous private messages by mistake. ■ **Don't write anything that you wouldn't say face to face or wouldn't write in a printed letter.** Electronic messages can be saved and forwarded and can be retrieved in disputes over grades and other matters.

10 Critical Reading and Writing

Chapter essentials

- Use techniques of critical reading (next page).
- Summarize (p. 85).
- Form a critical response through analysis, interpretation, synthesis, and sometimes evaluation (p. 87).
- View visuals critically (p. 90).
- Write critical analyses of texts and visuals (p. 95).
- Learn from a sample critical analysis (p. 97).

Visit **MyWritingLab™** for more resources on critical reading and writing.

Throughout college and beyond, you will be expected to think, read, and write critically. Critical here does not mean "negative" but "skeptical," "exacting," "creative," "curious." You already operate crit-