

2. What rhetorical tools most help readers understand and accept the answer you found?
3. Based on their new understanding, how might readers think and behave differently? How might this behavior affect others?
4. What particular paragraph or sentence might have the strongest impact on readers and why?
5. How does your essay contribute to an ongoing discussion, and how might it prompt readers to make a further contribution?

Beyond the Essay: Photo Essay

A photo essay is built not of paragraphs but of photographs. Consider Figure 11.1. In some parts of the country, salt is put on the roads to melt snow and ice. This salt rusts cars. The photo essay makes a point about the economics of road salt and its cost to average drivers:



John Metz



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Figure 11.1 "Road Salt," a photo essay