The Sense of Style: The Thinking Person s Guide to Writing in the 21st Century (Paperback)

By Steven Pinker

Penguin Books Ltd, United Kingdom, 2015. Paperback. Condition: New. Language: English . Brand New Book. Steven Pinker, the bestselling author of The Language Instinct, deploys his gift for explaining big ideas in The Sense of Style - an entertaining writing guide for the 21st centuryWhat is the secret of good prose? Does writing well even matter in an age of instant communication? Should we care? In this funny, thoughtful book about the modern art of writing, Steven Pinker shows us why we all need a sense of style.More than ever before, the currency of our social and cultural lives is the written word, from Twitter and texting to blogs, e-readers and old-fashioned books. But most style guides fail to prepare people for the challenges of writing in the 21st century, portraying it as a minefield of grievous errors rather than a form of pleasurable mastery. They fail to deal with an inescapable fact about language: it changes over time, adapted by millions of writers and speakers to their needs. Confusing changes in the world with moral decline, every generation believes the kids today are degrading society and taking language with it. A guide for the new millennium, writes Steven Pinker,...

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