



The Sense of Style: The Thinking Person's Guide to Writing in the 21st Century!

By Pinker, Steven.

Viking/QPB. 1 Paperback(s), 2014. soft. Book Condition: New. (Winner of the Plain English Campaign's International Award for 2014, and named a Best Book of the Year in London's Economist and Sunday Times) Why is so much writing so bad, and how can we make it better? In his seventh book, following *The Language Instinct*, *Words and Rules*, and *The Stuff of Thought*, Steven Pinker explores the prescriptions and proscriptions of "good English" and the underlying principles of good writing. Using examples of great and gruesome modern prose, Pinker stresses the importance of reading for learning how to write, and explains how the connection of thought to the most basic purpose of writing is far more important than following overly fussy grammar guides. "More contemporary and comprehensive than *The Elements of Style*, [and] illustrated with comic strips and cartoons and lots of examples of comically bad writing. [Pinker's] voice is calm, reasonable, benign, and you can easily see why he's one of Harvard's most popular lecturers." *NYTimes* "Forget Strunk and White's rules; cognitive science is a surer basis for clear and cogent writing, according to this iconoclastic guide from bestselling Harvard psycholinguist Pinker. Every writer can profit from and every writer can enjoy Pinker's analysis of the ways in..."



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