Bobby Ross

In Bartholomae’s “Inventing the university”, he talks about the importance of directing your work for a specific audience, or ‘university’. He develops this by giving perfect examples of how to use it, and some examples where it was missed and created a paper that was subpar. The author’s purpose is to get people to write more like this, to show how effective of a way it is to write like this. Specifically targeted towards students and other academia writers, however it can be applied to a lot of things. It’s pretty significant because it challenges people to keep their pronouns consistent and to cater to their readers.