

## In Pursuit of the Elusive "A"



You don't have to like—or believe in—the whole college grading system. But we don't have to tell you that you'd better get serious about grades anyhow. If you want to enter graduate or professional school, you know that a high G.P.A. is in order. And looking ahead to the tight job market that many college grads now face, it's easy enough to see that grades count there as well.

*Tactics and Strategies: An Exam Planner* isn't like any study guide you've ever seen. We don't pretend to offer you definitive advice on how to study or how to psyche out your professors or how to ace an exam. We've put in our years on campus, and we know better than to spout words of wisdom that

you can never hope to follow—and wouldn't even if you could.

What *Tactics and Strategies* offers is a laid-back look at the testing scene that may help you better put together your grade game plan—or offer some helpful insights you haven't before considered—or at least give you some interesting reading for an afternoon.

The articles that follow cover everything from why study formulas don't work to a creative test-taking strategy to an unorthodox introduction to paper writing. We've thrown in a new look at an old phenomena—cramming—and a consoling view of six successes who weathered academic crises. And, given the intensity

of the grade game for so many students, we give special attention to coping with text anxiety.

*Insider: Ford's Continuing Series of College Newspaper Supplements* is sponsored by Ford Division of Ford Motor Company and published by 13-30 Corporation (which also produces such familiar campus publications as *Nutshell* and *The Graduate*). Ford's sponsorship of this publication is an indication of their desire to provide services to college students. Please take the time to let us know how you like this supplement by returning the postage-paid card on page 17. And for more information on Ford's product line, use the card on page 8.

Good reading!

Art Credits: **Cover**—Joe Acree. Joe Acree—page 3; Steve Blevins—page 17; Wayne Harms—pages 10, 14; Janine Orr—page 19; Mary Revenig—page 21; Ken Smith—pages 4, 6.

© 1978 13-30 Corporation. All rights reserved. No portion of *Insider: Ford's Continuing Series of College Newspaper Supplements* may be reproduced in whole or in part without written consent of 13-30 Corporation, 505 Market St., Knoxville, TN 37902 (615-637-7621).

*Insider* is published by 13-30 Corporation for Ford Division of Ford Motor Company. Opinions expressed by the publisher and writers are their own and are not to be construed as those of Ford Division of Ford Motor Company. Likewise, the publisher assumes responsibility for the technical accuracy of the material used throughout the articles herein. Direct any correspondence to Laura Eshbaugh, Managing Editor.

## Inside the Insider

Magical Memory Tour . . . . .	4
The Unending Quest for a Study Formula That Works <i>by Patricia Westfall</i>	
A Compendium of Study Aids and Advice . . . . .	9
<i>by Vicki Dennis</i>	
How To Play the Test Game—and Win . . . . .	10
<i>by Don Eastman</i>	
Ins and Outs of Cramming . . . . .	15
The more you learn, the more you forget. The more you forget, the less you know. So why study? <i>by Don Akchin</i>	
Fear and Trembling at Exam Time . . . . .	17
How To Write a Paper in 1,000 Easy Words . . . . .	21
Famous Failures . . . . .	23
Six Convincing Examples That Grades Aren't Everything <i>by Lisa Greenberg</i>	