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## Topics Index

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If you look at only one entry in this topics index, make it “emphasis, tools for creating.” And “ear, writing for the” and “eye, writing for the.” Okay, that’s three. Even if you never jump to the page numbers listed there, the entries alone give you information that you won’t find anywhere else in the book. That’s topic analysis for you. While you’re at it, see “reflexivity in language about language.” That’s four. I draw the line at four. Four’s my limit. (See “verbs,” “myths,” “of.” Don’t miss “department of redundancy department.”)

A note on all three indexes: Despite the pitfalls, I created this book’s indexes myself.<sup>187</sup> Why? Indexing is the original metadata brainteaser. It gets my endorphins racing. Indexing my own work also reveals (and gives me a chance to fix) omissions, weaknesses, and inconsistencies in the text. For example, creating the entry “rhetorical devices” prompted me to identify certain rhetorical devices that I had used but hadn’t thought to name or hadn’t realized had a name. Take anadiplosis. Now there’s a rhetorical device you can use. Look it up.

Thanks go to Jan C. Wright and Olav Martin Kvern for the Creative Commons scripts—and the inspiration and support—that enabled me to single source this book’s indexes, that is, to create both e-book and print indexes from a single InDesign file.<sup>188</sup> Thanks also go to Scott Smiley, whose Sky Index pattern-matching tips saved me days. Anyone reading from a screen right now owes the index links to Jan, Olav, and Scott.

May you find in these indexes, and in your life, much that you seek—and many serendipities besides.

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187. For pros and cons of author-prepared indexes, see Mulvany, “Who Should Prepare the Index?” in *Indexing Books*, 28–34.

188. Jan C. Wright, “InDesign ePub Scripts,” *Wright Information Indexing Services*, accessed November 7, 2012, <http://www.wrightinformation.com/Indesign%20scripts/Indesignscripts.html>.

**Glossary references are in quotation marks.**

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P.S. Don’t use index entries that cover a whole book, don’t start entries with articles or adjectives, and don’t say *don’t*.  
P.P.S. Never put a P.S. in an index unless you’re talking about meta ... never mind.  
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