**ENG-112S Week 1 Assignment: Research Assignment Introduction – Call to Action**

Imagine for a moment that you are designing an email and/or social media campaign to get signatures on a petition or donations to a cause. Your email/post will be seen only for a few brief seconds.

**Examples** of issues (causes) to write about may include (but are not limited to):

* Affordable, effective legal assistance for victims of domestic violence
* Prevention of animal abuse and neglect with stronger legal consequences for harming them
* Affordable prescription medication coverage for those who are employed part-time
* The need for effective, fun, affordable workouts that help combat depression in teens
* Opioid addiction treatment and prevention through exercise programs

Write your issue (cause) that you feel needs to be supported here:

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| The education system country-wide needs to be re-drafted and shaped towards the mastering of our children’s knowledge in a friendly manner that doesn’t diminish their efforts and encourages them for success. |

What are some of the ways you’d want to appeal to your audience for their help? Consider these as you compose your email/social media post.

1. Emotion--in a few brief words, make a plea for help that appeals to the emotions of your reading audience.
2. Logic--with one or two compelling facts (such as statistics), give your reading audience a real reason to care.
3. Credibility--Make sure your compelling fact(s) come from at least one credible source that many people would recognize and trust and that you mention that source

Compose your email/social media post here (150-200 words):

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| * + - 1. Did you ever just go to a school (any) and just stood there for a moment to look at it from the outside? – what does it look like to you? Did you feel that you would you like to attend there every day or just looking at it makes your stomach turn over and want to run away and/or vomit? Well, that is how our kids feel when we take them every weekday to an institution full of unwelcoming strangers that just from the outside looks more like a prison than a home for opportunity and knowledge. |

Now imagine that you’ve got your reader’s attention. They are interested but want to learn more, so they want to click on a link to a more detailed website. They want to read a more in-depth explanation of why this issue is so important and why their donations/signature will matter.

This is where they will find a 750-1000-word webpage, complete with illustration(s), research, cited sources, and compelling reasons to get involved. **Designing this “page” is your task by Week 7.** Over the next several weeks of our course, you will learn about how to evaluate sources, integrate source material into your text, and write persuasively for your reading audience in your Learn-Its and assignments before presenting your complete Call to Action.

Things you will want to consider in your research plan (25-50 words each):

1. What has already been tried so far to meet this need? Where can you look to find out?

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1. Are there some statistics for the past 5-10 years showing an urgent need is still there?

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1. Can you locate some success stories that bring hope to your audience?

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| Less for more or more for less? |

Great start! You’ve just completed your first step. Keep gathering research; more to come!

Save this completed document and submit it for grading in Canvas.