

## Project 1 Argument Plan (30 points)

Using the “Qualities of Effective Writing to Explain Causes/Effects” discussed in Chapter 11, write about the following to focus your argument and rhetorical decisions.

### Part 1: Causal Argument (25 points)

**1. Presentation of focused causes or effects:** When you consider what causes what or what the effects of something are, you need to convince your target audience that the causes or effects you have determined do exist and are in fact the reasons or consequences of the issue. That is your purpose in this project.

*Childhood obesity is a nationwide epidemic that hasn't received much attention but it needs yours today. This is affecting your kids and it's happening in our schools. Report shows that our children's BMI (Body Mass Index) is at or above 85<sup>th</sup> percentile for the ideal weight gain. The research further shows that children whose BMIs were in the top quartile at the mean age of 11 years were more than twice likely to die before the age of 55. (The Lancet, 1). The main contributing factors to childhood obesity is sugar-sweetened beverages. Recent reviews have shown evidence of these beverage consumption can have a detrimental effect on child's body. (Harrington, 2008). So where are they getting these drinks? What does that mean? Why should you care?*

**2. A clearly stated claim/thesis:** After you have done enough research to be certain that the causes or effects you assert in fact exist, you will be prepared to state the scope of your argument with a clear claim/thesis. Claim is the position you want your audience to accept, so it needs be stated clearly, letting the audience know in advance what will be argued in the essay.

*Easy access to sugar-packed beverages and sodas in your kid's school is jeopardizing their health and may their future lives.*

**3. Audience-based evidence:** While your instructor and classmates are your initial audience, you should target an audience related to your specific community or current/future career.

State your intended audience, making sure you have identified a specific person or group with strong influence in your community, industry, or field. What evidence will convince your audience that you are making a valid claim about the causes or effects you have determined?

*My intended audiences are my school parents, PTS members, local board of directors, and our children. The studies from the American Heart Journal, The Journals of American Medical Association, and The New England Journal of Medicine will be just few of the examples I'll be sharing with my audience. These studies contain recent statistics that's directly affecting my kids and all the other kids in our district.*

**4. Anticipation of possible objections or alternative explanations:** While your causal analysis may be highly plausible, there are almost always other possible causes for the same effect or other possible effects of the cause that you are considering.

*It can be said that sugar-packed drinks and sodas are not the only contributing factors to childhood obesity. Some may argue that genetics can also play a role. Although this argument may sound plausible, the scientist facts are clear. Today's kids are consuming over 500 more empty calories a day with decreased duration of physical activities at school. The combination of these two can be deadly.*

**Part 2: Medium and Genre (5 points)**

Although you are writing this persuasive paper to fulfill a college assignment, most issues worth writing about are important beyond the classroom. How might your views make a difference to your community, career, or school?

*I'm planning on presenting this in my next PTA meeting and sharing my concerns with other parents. I feel that the best way to deliver the message is a keynote presentation with relevant and convincing data from reputable researches.*