**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.

Give a summary of the causes or effects that you will be arguing for in your essay. Explain if you will be discussing one or multiple causes or effects of the issue and why.

Remember, your argument should be specific to your local experience – one within your academic, professional, or local community – and highly focused. Please avoid approaching topics at a global or national level. Also, avoid speculating on future effects of an event that has not yet occurred.

**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.

State your claim/thesis in one sentence clearly, including the specific causes or effects that you will be developing in your essay.

Example: The presence of domestic violence within the community of Chaguanas in Trinidad is causing psychological and behavioral issues in victims’ children.

Example: The light regulation that the FDA poses on the dietary supplement industry has led to three main problems: the compromising of a product’s purity, misleading health claims, and the growth of a profit-driven industry.

**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?

**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.

Acknowledge those other potential causes or effects and explain by providing examples/evidence why your causes or effects are more likely.

**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?

Keeping the context of the assignment in mind, decide on a medium and a genre for your writing. How will your writing be used? If you are writing for an audience beyond the classroom, consider what will be the most effective way to present your information to this audience. You might write a report, a newsletter to your classmates, prepare a memo for colleagues at work, or write an op-ed piece, a magazine article, or a tri-fold brochure for members of your community.