# Lesson Notes

## Argue for a Cause

### Notes

Answer each question.

1. What does the phrase “arguing for a cause” mean?

Type your answer here.

1. What factors about your audience should you keep in mind when writing an argument for a cause?

Type your answer here.

1. How do argument writers tailor their language to their audience when arguing for a cause?

Type your answer here.

1. How do argument writers respond to counterclaims when arguing for a cause?

Type your answer here.

### Write

Write a well-organized argument letter of three or four paragraphs on an issue that is meaningful to you. Direct it toward a specific audience: a person or group that is in a position to do something about the issue. Clearly state your issue and your position at the beginning. Use logical reasons and evidence to support your position. Include at least two of the three following three types of appeals to convince this audience: logos, pathos, ethos. Address possible counterclaims, and end with a call to action aimed at achieving an identified goal. Use language in ways that will help convince the audience, such as rhetorical devices, appropriate vocabulary, an objective tone, a formal style, allusions, and direct address. As appropriate, invent names for individuals, groups, companies, restaurants, and other relevant entities.

Use either an appropriate topic of your choice, or one of these:

* Write to the president of a local or national company to argue that the company should do more to protect the environment.
* Write to the owner of a local restaurant to argue that it should change its menu to offer more healthy options.
* Write an open letter to people who buy pets at pet stores to argue that they should rescue animals from shelters instead.
* Write to the governor of your state to argue that the voting age should be lowered to 16.

### Review

Review your work using the online checklist.

### Submit Your Assignment

Follow the instructions in the Graded Assignment to complete your argument and submit it to your teacher for grading.