

- Cause and effect theories that help you visualize how events are connected.
- A complaint letter.

Explore:

### A) The Butterfly Effect (Chaos Theory)

Does the flap of a butterfly's wings in Brazil set off a tornado in Texas? (1972, Philip Merilees)

The butterfly effect is the concept that small causes can have large effects. First used with regard to predicting the weather, the expression has become a widely used metaphor. The argument being that **nothing is too small to not have a profound effect on the world around us.**

Here is an example:

An unnamed bus driver dropped his phone in the toilet > The bus left the terminus 15 minutes late > I got on the bus > The bus got caught in traffic so I was an hour late for my appointment and had to wait for another hour > While waiting I went to a nearby café > I shared my table with a young woman > We have been married now for sixteen years and have 3 beautiful children.

The cause: A bus driver I never spoke to in my life dropped his phone in the toilet.

The effect: I am happily married with a beautiful family.

Writing warm up exercise. Choose one decision you've made today that **might** have a huge effect on your life in 10, 20, or 30 years time.

SAMPLE

### B) The Snowball Effect (Concept)

A snowball effect is a process that starts from something small and builds upon itself, becoming larger. The origin of this is the idea that if you push a ball of snow down a hill, as it rolls it will increase in size and speed. A situation where something grows in size or importance at an increasing rate

# Writing Lesson 2:

## Cause and Effect

While in the washroom, a sleepy bus driver dropped his phone in the toilet > That night he started to research waterproof phones > His research led to the opening of a small company that waterproofed peoples phones > Six months later a famous Youtuber promoted his product > Sales rocketed and he expanded his business > Three years on, he produces his own brand of waterproof mobile phones > Five years on he now owns a telecommunications business.

**Writing exercise.** Think of a small event in your past that led to bigger decisions that eventually led you to where you are today.

Cause and effect is concerned with why things happen (causes) and what happens as a result (effects).

**It's a common way to organize ideas in writing**, so in the lesson today we'll focus on how to present cause and effect statements.

Your ability to quickly identify or create imaginary cause and effects will help you when writing:

- Letters of Complaint
- Short Stories
- Letter/Email of recommendation Letter to the Young Post / Editor
- Letters to the Young Post / Editor
- Proposals / Suggestions / Advice

# Writing Lesson 2:

## Cause and Effect

### Language

#### **For causes**

because, due to, on cause is, another is, since, for, first, second.

#### **For Effects**

consequently, as a result, thus, resulted in, one result is, another is, therefore.

Let's now move the practical of today's lesson.

#### **Part C)**

Today we'll apply what we've learned to the writing of a complaint letter.

Don't

#### **1) Generalize**

~~I want you to know I am not very happy with your service~~

#### **2) Over exaggerate**

~~Your late food caused the destruction of the known galaxy~~

#### **3) Be rude**

~~I hate you and wish that your company fails.~~

#### **4) Be unclear about what you want**

~~Perhaps you might do something to fix this~~

#### **5) Don't bully**

~~If you don't help me my company will never do business with you again. Why can't you just get things right?!~~

Do

#### **1) Be specific.**

I am writing to express my disappointment with your service on June 23rd, 2017.

#### **2) State clearly a detailed description of the problem**

Your late delivery caused a major inconvenience and expense for our company.

#### **3) Be polite but firm**

I hope that we can resolve this issue amicably

#### **4) Be very clear about what you want**

Example: Please send us the corrected invoice for \$133,700.00

#### **5) Appeal to their business sense**

We are confident that you will address this problem and I look forward to hearing from you shortly.

#### **Part D) Writing Task**

Choose one of the situations below and think of a problem (cause) and explain what happened (effect).

- 1) A complaint to the supplier of the school P.E. uniform. (the colours leak on hot days)
- 2) A complaint letter to the publisher of your school textbooks. (several pages are missing)
- 3) A complaint to a company that supplies your school canteen. (create your own problem)

# Writing Lesson 2: Cause and Effect

Your Address:

Date:

To:  
Title:  
Company:  
Address:

Salutation:

Subject Heading:

A simple summary of the problem

Details of the issue.  
Cause and effect

Expectations with a further cause and effect

How to Contact You

Complimentary Close

Signature

Name (Printed)

Peer Review: