

Calling to Action

Opinion Writing

TODAY

We will understand **types of calls to action and why they matter.**

I will **write the three different types of calls to action** *while being specific and intentional.*

ON YOUR OWN

Read the differences between these two endings of an opinion article: Which is more likely to persuade administrators to do something about it?

1. Students just don't like homework and it is a distraction from the real reasons they're at school.
2. The school should meet students in the middle and limit how often and the amount of homework assigned.

ON YOUR OWN

Read the differences between these two endings of an opinion article: Which is more likely to persuade administrators to do something about it?

The second ending is better. The school *may not agree* with the writer, but they know exactly what the writer thinks should happen after hearing why.

The first article just summarizes what was already said, and has no real answer for what would fix the writer's problem. In other words, they're just whining.

YOU SHOULD HAVE LEARNED

1. **Prefer a solution-based call to action** *where the you tell someone to do something that would fix the problem.*
2. *Calls to action* **could ask readers to do something.**
3. *Calls to action* **could target authority figures** *who have power.*
4. *Calls to action* **must be specific and intentional** *to address the problem at hand.*