

### 3.1.3. Writing Model

#### Cause and effect paragraphs

- Practice analyzing cause and effect paragraphs
- Understand the structure of cause-and-effect paragraphs

#### A. INSTRUCTION TO CAUSE – EFFECT PARAGRAPHS

##### 1. What are cause & effect paragraphs?

Cause and effect paragraphs are concerned with why things happen (causes) and what happens as a result (effects). Cause and effect is a common method of organizing and discussing ideas.

##### 2. Writing about causes

###### What are some common causes for business failures?

In recent decades, a lot of businesses are becoming successful; however, many of them also ended in complete failure. There are several reasons for this occurrence. The first reason is lack of planning, which means businesses ignore the value of planning and do not bother to learn the methodology of planning. A good plan should include both short- and long-term goals as well as a way to measure goals and results. It should also have clear to-do lists, benchmarks, and milestones. Secondly, failing to manage people also results in a business breakdown. Failing to manage people arises from failure to listen to suggestions or complaints, micromanaging, and providing harsh criticism under the guise of constructive feedback. This not only lowers employee morale, but it also lowers productivity and teamwork. Finally, not being able to win customers over is one of the causes of failure. Winning customers over starts with understanding consumer desires and tailoring products to meet those wants and needs. Treating customers well starts by following best practices when it comes to customer service. All in all, preparing a clear business plan, having good personnel and customer management are some things businesses should do to become successful.

##### Task 1. Discuss and answer the following questions.

- a. Read the sample paragraph carefully. What is the main idea of the paragraph? Underline the topic sentence.

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- b. How many parts are there in the sample paragraph? What function does each part play?

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- c. What is the problem the writer mentioned? What are the 3 causes leading to this problem? What are the supporting ideas?

Problem:
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Cause 1:
Supporting idea 1:
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Cause 2:
Supporting idea 2:
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Cause 3:
Supporting idea 3:

- d. List out words and phrases that are used to indicate causes:

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