

## Reverse outline:

- 1) Introduction: Begins with scenario (so that audience feels invested), states an issue and gives central argument (the failure of plastic recycling)
- 2) Body: Revealing the deceptive processes of companies through evidence + carefully chosen word choice (negative connotation). Refers to interview from an attorney that represents the state versus an employer
  - Deception: Brainwashing techniques used to target audience to believe that the petrochemical industries are involved in recycling even though it was unsuccessful for decades
  - Consequences (ex. Choking wildlife)
  - Revisits idea of deception to further solidify argument/example given
- 3) Conclusion: Refers back to the initial lawsuit introduced, and discusses how the state of Cali is suing companies like Exxon. Talks about how lawsuit matters such as this set precedents for further political change → will help develop climate liability for petrochemical industries

Interchangeability + flexibility of how argument is presented and thoroughly explained is still engaged.