

They Say, I Say Chapter 7: "So What? Who Cares? Saying Why It Matters"

Templates For Indicating *Who Cares?*

Regardless of how interesting a topic may be to you as a writer, readers always need to know what is at stake in a text and why they should care. Rather than assume that audiences will know why their claims matter, all writers need to answer the "so what?" and "who cares?" questions up front.

To address "who cares?" questions in your own writing, we suggest using templates like the following:

[] used to think []. But recently, scientific research suggests that [].

This interpretation challenges the work of those critics who have long assumed that [].

These findings challenge the work of earlier researchers, who tended to assume that [].

Recent studies like these shed new light on [], which previous studies had not addressed.

Templates For Establishing Why Your Claims Matter

The best way to answer "So What?" questions about the larger consequences of your claims is to appeal to something that your audience already cares about. Whereas the "who cares?" question asks you to identify an interested person or group, the "so what?" question asks you to link your argument to some larger matter that readers already deem important.

X matters/is important because [].

Although X may seem trivial, it is in fact crucial in terms of today's concern over [].

Ultimately, what is at stake here is [].

These findings have important consequences for the broader domain of [].

My discussion of X is in fact addressing the larger matter of [].

These conclusions/This discovery will have significant applications in [] as well as in [].

Although X may seem of concern to only a small group of [], it should in fact concern anyone who cares about [].