

APPENDIX A

Sample Speeches and Outlines

This appendix contains two sample persuasive speeches and the outlines used in creating them, as well as a sample outline for an informative speech—the “comic book outline” referred to in various chapters of this handbook. Annotated versions of these materials are available via *The Speaker’s Compact Handbook* online resources.

A. Sample persuasive speech transcript (1)

In a persuasive speaking course, students were required to develop a 10-minute persuasive message that was adapted to the specific audience in the class. The speaker had given previous speeches on environmental topics to this class. Based on that experience and through an audience survey she concluded that her listeners were generally favorably disposed to these issues but were not extremely well informed.

Rainforests Are in Need of Defense

by Karen McNeil

“Save the Rainforest!” But for what and from whom? The rainforest issue has had great media coverage, and we are all too familiar with this slogan. I’m not sure, though, that we’re actually aware of what is at stake. I know I wasn’t, even being really concerned about the environmental issues that face this planet, until I came across the orangutan. I’m an anthropology minor, and this semester I’m taking a class that details the habitats of primates. This is where I got to know more about orangutans, the threats they face, and what it means to the rest of us.

Do you know where orangutans live? In the wild, these great apes live on two Indonesian islands: Borneo and Sumatra. Their habitat is exclusively tropical rainforest. They are frugivorous, which means that they rely on fruit as their source of nutrition. Because of this, they need a wide range of habitat to provide them with fruit year-round. Orangutans used to free-range in Southeast Asia, but development has pushed them out of these areas. The primary threat to these animals is habitat destruction—destruction of the tropical rainforests. I was alarmed to see that almost all of the primates live exclusively in tropical rainforests. Suddenly I had a new perspective on what we stand to lose as we continue to destroy these tropical zones.

These, then, are the questions that I want to address today: What are we saving when we save the rainforests? Who are we saving them from? What can we do that can actually make a difference?

Sample Speeches and Outlines

First, I'll briefly outline the threats to the ecology of the rainforest and then detail some of the investment policies of the World Bank, which is the institution that contributes to major destruction of the tropical rainforests. And then finally I have some suggestions for what you can do to ensure the well-being of our planet.

To understand the seriousness of the current threat to the rainforests, we need to recognize what they represent ecologically, culturally, and economically. These elaborate ecosystems are a kaleidoscope of biological diversity. The vegetation in these towering forests is divided into dozens of layers, each of which provides a distinct habitat for different plants and animals, literally thousands of species. Within the tropical belt that circles the equator there exist more plant and animal species than in the rest of the world combined! The rainforests are also home to millions of indigenous people. Thousands of tribal groups exist in rainforests throughout the world. Most of these peoples live as hunters and gatherers or they conduct small agricultural projects that fit the cycle of the land. Their centuries-old cultural practices have grown up in harmony with their environment. Another value of the rainforests is the important role they play in our weather patterns, both locally and globally. In fact, they are often referred to as the lungs of our planet. Economically, these regions are a bountiful source of rubber, hardwood, food products, and essential medicines for heart disease and cancer.

Although lush, these ecosystems are really quite fragile. Similar to the old-growth forests that run from the northern part of our state up through the Pacific Northwest, these interdependent biological systems took centuries to develop. Without the constant renewal of the protective overgrowth and dense canopies the inhabitants of the lower levels—plants, animals, birds—die from exposure to the sun. The laterite soil on which the forests are built turns to clay and erodes quickly when cleared, as many farmers and ranchers are beginning to discover. Topsoil is swept away by floods. Sediment flows into the rivers and affects fishing. Most of the damage is irreversible. You can see why deforestation for farming, ranching, and logging has such a devastating effect.

Yet it goes on, and worsens, even as we speak. To give you some sense of the scope and urgency of the situation, let me cite some statistics from *The Rainforest Book* by Scott Lewis. Half of the earth's rainforests have already been destroyed. Thirty-five million acres a year are eliminated. That's an area the size of New York State gone forever. The rates of deforestation have doubled in the last decade and they are continuing to rise. In the name of progress, the industrialized Western world destroys these irreplaceable plants and animals. It alters the environment of the region and the climate of the world. It wipes out indigenous cultures of rainforest peoples without even realizing the rich traditions that they have to offer us. These tribal people are not in a position to resist change that

Sample Speeches and Outlines

others define as progress. Imagine what it would be like if you had to defend your own home against lawyers of a multinational logging firm. Would you have any chance of winning? If it would be an uphill fight for someone like you, think what it would be like for someone from a community that has no grounding in Western-style law and that has no connection to the Western economic system.

Profits are the major factor that lead to rainforest destruction. My next point highlights the destructive investment practices that lead to environmental ruin. One investment institution that can be credited with funding a majority of the environmental devastation is the World Bank. After World War II the world community assembled the World Bank to help war-torn countries rebuild. After they completed that work, they turned to the Third World. The Rainforest Action Network of San Francisco argues that the World Bank has turned the Third World into a resource colony for the Western industrialized nations. The World Bank has become a power that dictates what's developed and created by countries, and also even at times how governments treat their own people. The World Bank is an organization funded by money that is borrowed on international markets and also money contributed by 148 member nations. The United States is the most influential of these members. We have 20 percent of the overall vote. The president of the World Bank, Robert Zoellick, is a United States citizen. U.S. members of the World Bank are given direction by the United States Department of Treasury and the Congress. The money the United States supplies to the World Bank comes from the taxpayers. The World Bank prefers to finance huge megaprojects: hydroelectric dams, massive relocations and resettlements, agricultural and industrial projects that involve building roads into areas that have previously been inaccessible. Bruce Rich of Environmental Defense states that over half of the loans given by the World Bank and its three regional counterparts in recent years have gone to support projects in sectors that can seriously affect tropical forests. Survival International, an organization that advocates the rights of tribal people and serves as a watchdog of the World Bank, makes these recommendations for the bank's reform. First, they want public access to all information regarding the bank's projects. They want the World Bank's staff to include people that are trained in ecology as well as in socioeconomic analysis. Systematic involvement of organizations representing the environment and indigenous people should be a part of all projects. The bank should increase its proportion of ecologically beneficial programs. These Survival International recommendations reflect their analysis that the World Bank has been developing projects solely on economic criteria without regarding or understanding the environmental effects of their actions. If you're shocked that these practices continue, and with our country's support, I'm glad. I want you to see

Sample Speeches and Outlines

how important it is that we understand these issues. I have some recommendations that I want you to consider adopting in your own lives.

My suggestions begin with learning more about this complex problem and then taking action both individually and collectively. Education is the key to bringing about change. Read some of the books that discuss the rainforest. Here is one concise (and inexpensive) one: *The Rainforest Book* by Scott Lewis, published in 1990. Share your knowledge about environmental subjects with children and support them as they try to make sense of these issues. Take some classes that are offered here at San Jose State that promote a global perspective on environmental issues. For instance, I know that many of you are communication studies majors or minors. You might be especially interested in a course that Dr. Dennis Jaehne will be offering next fall called Communication and the Environment. I took it the first time it was offered and it was excellent! Whenever you possibly can, travel to other countries and see for yourself what's going on. I've traveled four times around the world, and I wouldn't trade those experiences for anything. It's one thing to understand intellectually that our industrially advanced lifestyle and Western values are not universal. But it becomes meaningful in a different way when you have the chance to experience firsthand the incredible diversity of this planet. You realize how privileged we are in terms of material goods and political freedom. Yet you also see that there are places in this world of unbelievable physical beauty and cultures of such depth and richness that they must be preserved and cherished. Travel, especially off the beaten path of the usual tourist spots, really dramatizes the choices before those of us who live in rich and powerful societies. We can either expand our consumerism more and more by exploiting other parts of the world or we can start evaluating the impact of our economic policies on the rest of the world. Through education, as you continue to learn about how we are all complicit in the problems of the rainforest, you will want to take some direct action. There are several ways to do this.

First, you can boycott products that are known to cause destruction of the rainforest. A typical four-ounce fastfood hamburger that's been made from "rainforest beef" took 55 square feet of rainforest to produce. Is one hamburger worth that destruction? We can insist on clearer labeling of meat so that we know where it comes from. Disposable chopsticks are oftentimes made from tropical timber, or in some cases whole stands of rainforest are cleared to plant trees that produce a color of wood more popular for chopsticks. In 1979 Japan used enough disposable chopsticks to build 11,000 timber-frame family dwellings. You can imagine what those statistics would be today. You may not use many chopsticks, but you can be aware of the exotic wood products that are being

Sample Speeches and Outlines

stripped from these regions. I've included a list of these woods on a handout that I'll give you in a few minutes.

Next, you can support organizations that are involved with saving the rainforest. I've listed several of them on the same handout. It is only through collective action in organized groups like these that we have any chance of influencing the policies of government and of the World Bank. The decision makers will continue to listen to business interests unless we show them how many of us there are that value long-term social and environmental goals over short-term material gains.

Finally, I encourage you all to stop by the Art Quad before three o'clock today and buy a scoop of Rainforest Crunch ice cream. Representatives of Ben & Jerry's Ice Cream are going to be here today, and they are going to donate the proceeds of the ice cream sales to SAFER, Students Affiliated for Environmental Respect, the campus environmental group. Rainforest Crunch is made from Brazil nuts, thus making it advantageous for the trees in at least one rainforest to be left standing. You'll find the address of the Rainforest Action Network printed on every carton of Rainforest Crunch they sell. This is just one example of how business organizations can take steps to be socially responsible while still making a profit and offering a quality product.

Since I began this presentation, 1,000 acres of rainforest have been destroyed or degraded severely. These fragile ecosystems need to be protected; once they're destroyed they're gone forever. My studies about the primates intensified my interest in the rainforest because I realized how fragile they are and that these precious creatures have become very close to extinction. It isn't the Brazilian or Malaysian or Indonesian farmers who pose the real threat to these areas. It is the governments of the developed countries in cooperation with multinational development banks that initiate large projects and create real havoc in these areas. As Americans we contribute to the problem in a number of ways. As we drive the world market through our obsessive consumption, we entangle developing nations in outrageous debts. As American taxpayers we're helping to fund the World Bank's destructive policies through the taxes we pay. There are other organizations worldwide that we could support, groups that are committed to grassroots development. These smaller projects often are far more beneficial to the local people in other countries. The only way that we can hope to get a realistic picture of this problem is through education and involvement. We can no longer afford to think merely on a local or national level. We must learn to think on a global level and feel that the well-being of humanity and this planet is a responsibility we all share. Although the problem is a huge one, we as individuals should not feel powerless. By taking even a small step, you can begin to make a difference. Please, don't wait. Take a step now.

Sample Speeches and Outlines

B. Sample persuasive speech outline (1)

Here is a sample speech outline for the preceding speech. This is just one illustration of the sort of speech outline that helps a speaker get organized. Some outlines are more spare and compact, and others are more like argumentative briefs containing full citations of all evidence.

Notice that the main points listed here are never stated in precisely those words in the speech transcription. The outline is a logical plan, a place to set down your main points in propositional form, to fit the subpoints beneath the main points, and fit your support beneath the subpoints. Uncluttered with transitions and extra words, and properly indented, the outline allows the reader to see the basic speech development at a glance.

Along with the outline of the body of the speech, we include the thesis sentence and identify the text that delineates the parts of the introduction (attention-getter, psychological orientation, logical orientation) and conclusion (logical closure, psychological closure, clincher).

Thesis The continuing and accelerating destruction of the tropical rainforests, due largely to the policies of industrialized nations, poses a serious threat to the global environment and community—a threat that must be met by immediate action from concerned individuals.

Introduction

Attention-Getter “Save the Rainforest!” But for what and from whom? . . . what is at stake.

Psychological Orientation I know I wasn’t, even being really concerned about the environmental issues . . . we continue to destroy these tropical zones.

Logical Orientation These, then, are the questions that I want to address today . . . well-being of our planet.

Body

- I. Tropical rainforests, important to the well-being of the planet, are being subjected to rampant destruction, with irreversible effects.
 - A. Rainforests are an important component of the planet.
 1. Ecologically complex systems
 - a. Towering forests divided into layers
 - b. More plant and animal species than rest of world
 2. Thousands of tribal groups live there.
 - a. Hunters and gatherers/small agriculture
 - b. Irreplaceable ancient cultures
 3. Rainforests affect weather patterns.

Sample Speeches and Outlines

4. Economically important
 - a. Rubber, hardwood, food products
 - b. Medicines for heart disease and cancer
- B. Rainforests are in serious danger.
 1. They are fragile.
 - a. Need dense canopies to protect inhabitants of lower layers
 - b. When exposed, laterite soil turns to clay, erodes
 - c. Topsoil swept away, affects rivers
 - d. Damage is irreversible
 2. Rainforests are being destroyed.
 - a. By farming, logging, ranching
 - b. Half of world's rainforests already gone
 - c. 35 million acres a year, size of New York
 - d. Rate of destruction is doubling
 - e. Tribal people powerless to resist
- II. Short-sighted economic policies of the industrially advanced countries, carried out through multilateral development agencies like the World Bank, are responsible for the destruction.
 - A. The World Bank's policies tend to serve the industrialized nations.
 1. History
 - a. Formed to rebuild after WWII
 - b. Later took on Third World development
 2. U.S. plays major role in the World Bank's policies
 - a. Of the 148 member nations, U.S. funds 20 percent
 - b. President, Robert Zoellick, is U.S. citizen
 - c. Directed by U.S. Department of Treasury and Congress
 - B. World Bank policies are destructive to the rainforests.
 1. Tends to fund huge projects such as hydroelectric dams
 2. Half of its loans have gone to projects that endanger rainforests
 - C. Reforms of World Bank have been suggested.
 1. Public access to records
 2. Staff should include ecologists
 3. Should collaborate with environmental organizations and representatives of indigenous peoples
 4. Should consider more than economic criteria in selecting projects
- III. Concerned individuals can help save the rainforests through education and collective action.
 - A. Education is a key to saving the rainforests.
 1. Read books
 2. Educate children

Sample Speeches and Outlines

3. Take courses
4. Travel
- B. Boycott products that cause destruction to rainforests.
 1. Need to label meat so we can tell if it is “rainforest beef”
 2. Wood from tropical lumber
 - a. Chopsticks from light wood could have built 11,000 houses
 - b. List of exotic woods to avoid will be on handout
- C. Support organizations to save the rainforests.
 1. Several national and international groups listed on handout
 2. Campus organization SAFER
 - a. Ice cream social today until three at Art Quad
 - b. Ben & Jerry’s Rainforest Crunch saves nut trees

Conclusion

Logical Closure Since I began this presentation, . . . education and involvement.

Psychological Closure We can no longer afford to think merely . . . not feel powerless.

Clincher By taking even a small step, you can begin to make a difference. Please, don’t wait. Take a step now.

C. Sample persuasive speech transcript (2)

The speaker gave this speech at a speech tournament. He was required to give a memorized speech no longer than 10 minutes in length, and to provide a preparation outline that included a section of works cited. As you read this speech, note the organizational pattern the speaker used to enhance his persuasive message. Also consider the ethics of his persuasive methods.

No More Sugar!

by Hans Erian

Arnell Scott was 15 years old and weighed over 300 pounds. One day his mother noticed that he was losing weight rapidly and was constantly thirsty, so she took him to the hospital. There the doctors diagnosed this 15-year-old with Type 2 Diabetes. According to *Newsday*, July 20, 1999, Type 2 Diabetes—which is usually associated with adults—is now increasing among an alarming rate in children, leaving them open to life-threatening complications like blindness, kidney disease, heart disease, and stroke at ages as young as thirty. Dr. Barbara Linder of the National Institute of Diabetes and Digestion and Kidney Diseases attributes this rise in Type 2 Diabetes to a rise in obesity, and obesity is on the rise because of sugar.

Sample Speeches and Outlines

According to the *New York Times* of February 16, 2001, of the top 10 most bought foods at supermarkets, most are sugar-rich junk foods. A Georgetown University study shows that 25 percent of the calories adults consume are from sugar, but for kids it's closer to 50 percent. That means that the average person in this room consumes about 125 to 150 pounds of sugar per year. *Consumer Reports on Health* of August 2001 says that when blood sugar levels rise, so does the risk of disease and even death. Americans are consuming too much sugar; it's destroying our health, but most don't even realize it. Today we'll look at the misconceptions average Americans have regarding their intake of sugar. Next, we'll look at what these misconceptions lead to. And, finally, we'll explore some ways you can overcome your lethal sweet tooth.

So why are Americans consuming all of this sugar? The two main reasons are ignorance and an increased consumption of soda pop. We often consume sugar without even realizing it. This is partly due to the food-labeling process. The FDA and the Sugar Association have been fighting a linguistic tug-of-war since about 1970 over the definition of sugar. Let's look at the basics: Fructose is good sugar that you find in fruits and vegetables, and sugar is what you find in most of the items you eat. These types of sugar go by many different names, including sucrose, dextrose, corn syrup, and high-fructose corn syrup. The last one, high-fructose corn syrup, may cause some confusion at first because it has the word *fructose* in it, but don't be fooled! This is just another type of refined sugar.

Now, let's take a look at a few common items that you can find at any local Safeway to see the confusion in action. Here we have a cranberry tangerine mix—a juice that we expect to be healthy for us—but notice that the second ingredient is high-fructose corn syrup. Now let's take a look at Wheaties, supposedly one of the healthiest breakfast cereals on the market—even their slogan promotes health. Let's look at the ingredients: Number one is whole wheat, and number two is sugar. And we also have corn syrup (another bad sugar) and brown-sugar syrup (another bad sugar). All of this sugar can't be in the breakfast of champions! These are the kinds of "health foods" that we put into our bodies daily, and we assume that they are healthy for us, but they're not.

The other reason Americans consume so much sugar is because of the increased consumption of soda pop. Let's take a look at Coca-Cola. Notice that its second ingredient is high-fructose corn syrup and/or sucrose. (Here the manufacturer used the chemical name for sugar, sucrose.) The average can of Coke has about 10 teaspoons of sugar. According to the *San Jose Mercury News* of January 17, 1999, since the mid-80s, U.S. soda pop consumption has increased by 43 percent to more to 85 gallons per American per year. That's 555 cans annually for every American. How much soda do you drink?

Sample Speeches and Outlines

Now that we've seen that Americans are consuming too much sugar because of ignorance and an increased consumption of soda pop, let's look at how all this sugar has had a negative impact on our health. The *New York Times* of September 9, 2001, says that there is convincing new evidence about the relationship between weight gain in children and soda pop consumption. The *New York Times* goes on to say that obesity is directly linked to soda pop consumption, regardless of the amount of food you eat or the lack of exercise. Part of the explanation for this may be that the body has trouble adapting to such intense concentrations of sugar taken in liquid form. Obesity has been linked to high blood pressure, high cholesterol, and heart disease. Obesity is also linked to cancer. In fact, obesity is now considered the number-two killer in the United States because of its link to cancer, according to the *New York Times* of October 9, 2001. The *Hindu* of April 26, 2001, says that obese people are 70 percent more likely to get pancreatic cancer, which has a 95 percent mortality rate. The U.S. Department of Health affirms the claim that obesity causes several types of cancer, including postmenopausal breast cancer and colon cancer.

Along with causing cancer, obesity is also a key cause of diabetes. According to the Hartford Chronic of September 9, 2001, since 1991 adult obesity has increased by 60 percent and the percentage of overweight kids has doubled in the last decade. Helping to put significant numbers of children and adolescents among the ranks of Type 2 diabetics, Type 2 Diabetes usually comes on after the age of 45. Dr. Gerald Bernstein predicts that left unchecked, the onset of more diabetes could have a huge impact, with more than 500 million diabetics worldwide in 25 years. We're looking at a tidal wave of suffering and an avalanche of healthcare bills if people don't change their ways.

Now we've seen that Americans are consuming too much sugar and that it's destroying their health, one bite or sip at a time. We obviously need to decrease our sugar intake. So now we'll look at what we could do at a national level. Next, we'll look at what we can do as individuals. On a national level, we need to do two things: increase awareness and decrease soda pop consumption. Kelly Brownwell, director of Yale University's Eating and Weight Disorders, has suggested that we regulate food advertisements directed at children to provide equal time for pro-nutrition and physical-activity messages. She also suggests that we change the price of foods to make healthier foods less expensive. Nationwide, schools should mimic what nearly a dozen states are already considering, and that is to turn off school vending machines during class time, stripping them of sweets, or to impose new taxes on soda pop machines. The *New York Times* of February 16, 2001, says that taking these actions will discourage kids from buying sweets. We can even take this proposal one step further and not only impose taxes on school vending machines but also on soft drinks in

Sample Speeches and Outlines

general. These are a few ways we can create incentives for people to eat healthily and decrease their sugar intake.

Now, we would all like someone else to make us healthy, but what is really needed is a personal commitment to health. You know the answer to the question “How do I get rid of my sugar addiction?” Simple. Start off slow and follow Dr. Ralph Gowen’s advice: moderation. The author of *Optimal Wellness* has suggested that dessert a few times a week or a can of pop once or twice a week isn’t going to hurt anyone’s health. In fact, the World Health Organization has suggested that between 0 to 10 percent of your daily calories come from sugar, and this will still be considered within a safe range. Try to stick to good foods, though, like fruits, vegetables, and fruit juices that don’t have any added sugar. Become a label reader and be aware of what you’re eating.

Today we’ve looked at the misconceptions about sugar, looked at where these misconceptions lead, and have found some solutions to our sugar addiction. Americans have become unhealthy because they’re eating too much sugar. Americans need to decrease their sugar intake before more of them end up like 15-year-old Arnell Scott, having to take daily insulin injections just to stay alive.

D. Sample persuasive speech outline (2)

Here is the sample speech outline for the preceding speech. Note the source citations at the end of the outline. Can you identify the attention-getter, the psychological orientation, and the logical orientation for this speech?

Thesis The health problems that many Americans have as a result of misconceptions about the effect of too much sugar in their diets can be alleviated by taking action at the national level and on a personal level.

Introduction

- I. Arnell Scott was 15 years old and weighed over 300 pounds.
 - A. He was losing weight rapidly and was constantly thirsty, so his mother took him to the hospital.
 - B. There the doctors diagnosed him with Type 2 Diabetes.
- II. According to *Newsday*, July 20, 1999, Type 2 Diabetes is increasing alarmingly in children.
 - A. Type 2 Diabetes is usually associated with adults.
 - B. This type of diabetes can cause life-threatening complications like blindness, kidney disease, heart disease, and stroke at ages as young as thirty.
 - C. Dr. Barbara Linder of the National Institute of Diabetes and Digestion and Kidney Diseases attributes this rise to

Sample Speeches and Outlines

a rise in obesity caused by the overconsumption of sugar.

- III. According to the *New York Times* of February 16, 2001, the top 10 most bought foods at supermarkets are sugar-rich junk foods.
 - A. A Georgetown University study shows that 25 percent of the calories adults consume are from sugar, but for kids it's closer to 50 percent.
 - B. The average person in this room consumes about 125 to 150 pounds of sugar per year.
 - C. *Consumer Reports on Health* of August 2001, says that when blood sugar levels rise, so does the risk of disease and death.
- IV. Americans are consuming an unhealthy amount of sugar, but most don't realize it.
 - A. Today we'll look at the misconceptions Americans have about their sugar intake.
 - B. We'll also look at the health problems these misconceptions lead to.
 - C. Finally, we'll explore how you can overcome your lethal sweet tooth.

Body

- I. The two main reasons Americans consume so much sugar are ignorance and an increased consumption of soda pop.
 - A. We often consume sugar without even realizing it.
 1. The food-labeling process is confusing in regard to sugar, whose definition has been debated by the FDA and the Sugar Association since 1970.
 - a. Fructose is good sugar found in fruits and vegetables.
 - b. Bad sugar is found in most other foods and is called many different names, including sucrose, dextrose, corn syrup, and high-fructose corn syrup.
 - c. The last one, high-fructose corn syrup, causes some confusion because it includes the word *fructose*, but it is a type of refined sugar.
 2. Common items found at any local Safeway—and commonly thought to be healthy for us—illustrate the confusion.
 - a. The second ingredient in cranberry tangerine mix is high-fructose corn syrup.
 - b. The first ingredient in the breakfast cereal Wheaties is whole wheat, but the second ingredient is sugar, followed by the two bad sugars, corn syrup and brown-sugar syrup.

- c. We eat these “health foods” daily, assuming they are healthy for us.
- B. Americans consume too much sugar as a result of drinking too much soda pop.
 1. Let’s take a look at the amount of sugar in Coca-Cola.
 - a. Its second ingredient is high-fructose corn syrup and/or sucrose.
 - b. The average can of Coke has about 10 teaspoons of sugar.
 2. According to the *San Jose Mercury News* of January 17, 1999, since the mid-80s, U.S. soda pop consumption has increased by 43 percent to more to 85 gallons per American per year.
 - a. That’s 555 cans annually for every American.
 - b. How much soda do you drink?
- II. Sugar has had a negative impact on our health because it causes obesity, which can lead to a number of health problems, including diabetes.
 - A. The *New York Times* of September 9, 2001, cites new evidence that links obesity in children directly to soda pop consumption.
 1. The body has trouble adapting to such intense concentrations of sugar in liquid form.
 2. This overconsumption of sugar leads to obesity, which has been linked to a number of serious health problems.
 - a. Obesity can cause high blood pressure, high cholesterol, and heart disease.
 - b. Additionally, obesity is now considered the number-two killer in the United States because of its link to cancer, according to the *New York Times* of October 9, 2001.
 - i. The *Hindu* of April 26, 2001, says that obese people are 70 percent more likely to get pancreatic cancer, which has a 95 percent mortality rate.
 - ii. The U.S. Department of Health affirms the claim that obesity causes several types of cancer, including post-menopausal breast cancer and colon cancer.
 - B. Along with causing cancer, obesity is also a key cause of diabetes.
 1. According to the *Hartford Courant* of September 9, 2001, since 1991 adult obesity has increased by 60 percent and the percentage of overweight kids has doubled in the last decade.

Sample Speeches and Outlines

- a. This increase in obesity has led to Type 2 Diabetes in significant numbers of children and adolescents.
 - b. Type 2 Diabetes usually comes on after the age of 45.
 - 2. Dr. Gerald Bernstein predicts that left unchecked, the onset of more diabetes could have a huge impact.
 - a. More than 500 million people worldwide could develop diabetes in 25 years.
 - b. We're looking at a tidal wave of suffering and an avalanche of healthcare bills if people don't change their ways.
- III. To improve our health, we need to decrease our sugar intake, both at a national and a personal level.
 - A. On a national level, we need to increase awareness about the hazards of sugar and decrease soda pop consumption.
 - 1. Kelly Brownwell, director of Yale University's Eating and Weight Disorders, suggests we increase awareness and provide incentives to eat more healthily by regulating food advertisements and amending the cost of food.
 - a. Regulate food advertisements directed at children so they provide equal time for pro-nutrition and physical-activity messages.
 - b. Change the price of food to make healthier foods less expensive.
 - 2. We can decrease soda pop consumption by making it more difficult to purchase soft drinks, especially in schools.
 - a. Nationwide, schools should turn off school vending machines during class time, strip them of sweets, or impose new taxes on soda pop machines.
 - b. We can also impose new taxes on soft drinks in general.
 - B. To get rid of our addiction to sugar, we must make a personal commitment to health.
 - 1. Start off slow and eat sugar in moderation.
 - a. Dr. Ralph Golan, author of *Optimal Wellness*, suggests that dessert a few times a week or a can of pop once or twice a week isn't going to hurt anyone's health.
 - b. The World Health Organization suggests that between 0 to 10 percent of your daily calories can come from sugar and you'll still be safe.

- c. Try to stick to good foods like fruits, vegetables, and fruit juices that don't have any added sugar.
2. Become a label reader and be aware of what you're eating.

Conclusion

- I. Today we've explored the hazards of sugar and how we can avoid these hazards.
 - A. We've looked at common misconceptions about sugar.
 - B. We've looked at the health problems that can result from these misconceptions.
 - C. We've explored some solutions to our sugar addiction.
- II. Americans have become unhealthy because they're eating too much sugar.
 - A. Americans need to decrease their sugar intake.
 - B. If they don't, more of them will end up like 15-year-old Arnell Scott, having to take daily insulin injections just to stay alive.

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Sample Speeches and Outlines

E. Sample informative speech outline

Thesis Statement With their scope, history, and influence, comic books are an interesting component of American popular culture.

- I. Comic books are not merely “comic,” but rather explore a range of subject matter.
 - A. Funny animal comics and kid comics are parables and parodies of the human condition.
 1. Elmer Fudd and Bugs: Tradition versus the pioneering spirit.
 2. Barks’s ducks: Epic adventure and human foibles.
 3. Harvey’s rich kids: Capitalism with a human face.
 - B. True-love and teen comics present a hackneyed, boring, and sometimes disturbing picture of male/female relationships.
 1. True-love girl meets, loses, gets, marries boy (and vows never to be so stupid as to put her needs above his again).
 2. Teen comic girl fights other girls for the favors of a jerk male like Archie, who her father thinks is a twerp.
 3. True-love and teen comics foster the “us versus them” view of the male/female world.
 - C. Western and adventure comics concentrate on the triumph of good over evil.
 1. Western cattle barons learn that six-gun-slinging saviors arise naturally from oppressed common folk.
 2. Adventure stories pit virtuous types against the blind malice of uncaring nature.
 - D. Horror and mystery comics investigate ethics and morality while titillating and scaring readers.
 1. Eternal punishment for an unethical choice is a recurring theme of horror comics.
 2. The tempting hedonism of wrongdoers is graphically displayed in mystery comics—until the ironic twist of fate on the last page.
 - E. Superhero comics manifest the unspoken and sometimes frightening fantasies and aspirations of the American people.
 1. Superman is the supremely powerful spokesman and policeman for the American definition of the “right way.”
 2. The jackbooted hero, Blackhawk, was created in World War II to fight totalitarian fire with fire.
 3. Mar-Vell personifies the desire for total knowledge and the wisdom needed to use it.
 4. Spider-Man is the embodiment of the perennial underdog triumphant.

Sample Speeches and Outlines

- II. Comic books started as anthologies of another medium but soon grew into a separate art form developing along a path of its own.
- A. Early comic books were mostly reprints of Sunday newspaper comic strip sections.
 - 1. "Foxy Granpa" was reprinted in a number of comic books just after the turn of the century.
 - 2. The following decades saw strips like "Mutt & Jeff," "Little Orphan Annie," and "Moon Mullins" reprinted.
 - 3. Reprint books in the thirties included such titles as "Tarzan" in Tip Top Comics and "Terry and the Pirates" in Popular Comics.
 - B. By 1938, the majority of comic books contained original work, and, with the appearance of Superman, the golden age of comics began.
 - 1. Detective Comics was the first single-theme, all-original comic.
 - 2. Superman, the first costumed superhero, was featured in Action no. 1.
 - 3. More than 150 titles were in print by the end of 1941.
 - C. During the decade after the war, comic books for the most part went into a slump.
 - 1. With the Axis powers defeated and the Cold War not yet focused, the perceived need for superheroes lessened, and the sales of their books slacked off.
 - 2. Many horror, mystery, superhero, adventure, true-love, and teen comics fell before the wave of censorship following the publication of *Seduction of the Innocent*.
 - 3. Funny animal comics and kid comics retrenched behind the strongest series.
 - D. By the late fifties, comic books had started to recover, overcoming their tarnished image.
 - 1. In creating the Comics Code Authority, publishers hoped to reassure worried parents and legislators.
 - 2. The silver age of comics began with the reintroduction of long-idle golden age characters.
 - E. In the early sixties the trend toward emphasizing characterization, motivation, and involvement with issues initiated a new and still-developing era in superhero comics, the effects of which were eventually felt in the other comic genres.
 - 1. The Fantastic Four, Spider-Man, and the Hulk were the first fallible and self-questioning superheroes.
 - 2. Comic books became accepted by a wider, more literate audience.

Sample Speeches and Outlines

3. Concern with ethical and even political questions became more evident, even in kid comics and funny animal comics.
- III. Comic books have an effect beyond their entertainment value.
- A. Comic books are a unique and vigorous art form.
 1. Comic books have developed exciting and innovative methods for transcending the static nature of the panel format (series of distinct pictures across and down the page) to produce a sense of motion and drama.
 2. The art of comics is not confined to the work within a single panel, but also touches the arrangement of panels on a page.
[as a result]
 - B. Comic books can be seen to influence other media.
 1. Many filmmakers' use of split screens and quick cuts demonstrates a stylistic adaptation of the comic panel format.
 2. Camp and pop art drew heavily on comic book themes and styles.
[and as a result]
 - C. Comic books are in demand with collectors.
 1. Some issues of rare comics can bring prices in the thousands of dollars.
 2. Every year there are many large conventions around the United States where comics can be bought, sold, and traded.