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Speech 101

General Purpose: To persuade

Specific Objective: To persuade my audience of fully functioning adults to eat fast food less and eat at home more.

Organization Scheme: Monroe's Motivated Sequence

**Persuasive Presentation**

1. Introduction
   1. Attention Getter: When I was growing up, I was one of the smallest in my family. At my eighth grade prom, I could barley fit in a size four. I stayed small until my junior year of high school. My family then started to eat out more, and stopped cooking at home. By the end of junior year I was 135 pounds. By the end of senior year I was 155 pounds. Now I am at 170 pounds. I have gained less weight in three years than I did in one year of eating unhealthy foods.
   2. Relevance Statement: Most people in here have eaten a fast food because it was easier or cheaper of both. You all have seen some gain a lot of weight through eating fast food or junk food.
   3. Credibility Statement: Most of my family is over weight. I am 20 pounds over weight. I love to cook, and cooking is better for me.
   4. Thesis Statement: What we eat can make us sick in the long run, we need to make a change now and start cooking at home instead of eating fast food.
   5. Overview of the Presentation: The need of the situation is that eating fast food or junk food can cause health concerns. We can satisfy this need by cooking eating at home more often. The world would be a better place if we knew exactly what we were putting in our bodies.

Transition: With the introduction finished, we can now focus on why there is a need to decrease our intake of fast food.

1. Body
   1. Need – Obesity and other factors of poor health may be caused by fast food and poor diets.
      1. John Lundy, a reporter at the Duluth News-Tribune, describes some of the many negative health effects of eating fast food in his article *Health Notes: Study examines health effects of eating fast food* from July 5th, 2012.
         1. You are 27% more likely to get Type 2 diabetes if you eat fast food 2 or more times a week.
         2. The risk of dying from coronary heart disease increases by 20% if you eat out once a week, 50% if you eat out two to three times a week, and 80% if you eat out more than four times a week.
      2. In addition, the amount of obesity has more than doubled since 1960 and over two-thirds of the US adult population is obese, according to the *Overweight and Obesity Statistics* published in October 2012by Cheryl Fryar and Dr. Cynthia Ogden, public health scientists at the [National Institute of Diabetes and Digestive and Kidney Diseases](https://www.niddk.nih.gov/).

Transition: All though it seems grim, there is an easy solution with long term benefits, cooking and eating at home.

* 1. Satisfaction – Cooking at home with good ingredients will help to limit these health concerns.
     1. People who cook at home are less likely to eat fast food or frozen meals, according to an article titled *Center for a livable future: Study Suggests Home Cooking is a Main Ingredient in Healthier Diet* from November 17, 2014 by the Johns Hopkins Bloomberg School of Public Health.
     2. Gabe Garza, a reporter for RxWikiTV, posted a video titled *The Potential Health Benefits of Home Cooking* on November 8th 2016, where de illustrates some of these points. [https://www.youtube.com/watch?v=PZ7iUIbk47c](https://www.youtube.com/watch?v=PZ7iUIbk47c%20)

Transition: If you will, I would like to move on from what is happening now and talk about what could happen in the future.

* 1. Visualization- Picture a world with little to no fast food places.
     1. Imagine healthy kids and teens that eat balanced meals.
     2. Family dinners can now be happy interactions around the table.
     3. People general like someone who can cook.

Transition: Those thoughts, ideas, and hopes for a healthier future can be accomplished.

1. Conclusion
   1. Summarized Main Points: Fast food and junk food are cause people to gain weight and become ill. We can stop this if week cook more in our own homes. If you choose to eat better, you will feel and see the results.
   2. Restated Thesis: What we eat can make us sick in the long run, so we need to make a change now and start cooking at home instead of eating fast food.
   3. Clincher Connected with the Introduction: Call to action – Eat at home more and at the fast food restaurant less.

References

Lundy, J. (July 5th, 2012). *Health Notes: Study examines health effects of eating fast food.* Distributed by McClatchy-Tribune Business News. Retrieved 11-12-16 from: <http://0-www.lexisnexis.com.library.acaweb.org/hottopics/lnacademic/>?

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Gabe Garza.(News Reporter) *The Potential Health Benefits of Home Cooking.* (November 8, 2015) RxWikiTV. Retrieved 10-12-16 from:<https://www.youtube.com/watch?v=PZ7iUIbk47c>