


KENNESAW
STATE UNIVERSITY
College of Humanities
and Social Sciences
School of Communication and Media

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Dear Stacey,

I am pleased to share with you a copy of the the fourth edition of my course manual for your portfolio.

As the winner of the extemporaneous persuasive speaking competition at Kennesaw State University in the School of Communication and Media, your work was selected to be featured in this manual. Your written materials are the perfect addition to the publication. I appreciated your efforts revising your speech titled, "Put an End to Plastic Bags," and prepping it for publication. This work, including an outline and reference page, are superb examples for instructors to set expectations for other students' written work.

I so enjoyed having you as a student in Public Speaking, and then watching your success as you won the 2020 Public Speaking Showcase this past spring. Please accept this letter as special recognition of your exceptional work now showcased in the course manual for Kennesaw State University's Public Speaking course.

Sincerely,



Emily Holler
*Senior Lecturer of Communication
and Public Speaking Course Coordinator*
School of Communication
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Sample Student Written Work for the Persuasive Speech

Stacey Decome
Professor Holler
COM 2129/Section 01

Put an End to Plastic Bags

- I. Attention Step
- A. *Attention Material:* Imagine yourself as hungry sea turtles swimming in the ocean looking for that next meal. You close your eyes and open your mouth to devour that delectable jellyfish. But, wait! It's not a jellyfish at all and you begin to choke on plastic. You may not connect the two issues, but plastic shopping bags are polluting our oceans and killing our marine life.
 - B. *Proposition of Policy:* We should keep our earth clean and our oceans safe by stopping our use of plastic bags.
 - C. *Statement of Credibility:* I work in retail and see how plastic bags are grossly overused and improperly disposed of. I hope to spend many more years on an earth filled with color and life, rather than one filled with plastic that's destroying our environment, contaminating our seas, and killing our marine life.
 - D. *Preview Statement:* Today, I would like to discuss why we need to stop using plastic bags, how this issue pertains to us, how we can stop using plastic bags, and the effects of our actions either way.

(We should first acknowledge how big of a problem we have in our oceans.)
- II. Need Step
- A. Mistaken for food by animals
 - 1. Some species of sea turtles exclusively eat jellyfish (*SEE Turtles, n.d.*)
 - 2. Two whales washed ashore filled with shopping bags in Indonesia (*Parker, 2018*)
 - B. Lasting impact on the environment and wildlife
 - 1. Takes 20+ years to biodegrade one plastic bag (*Wright et al., 2018*)
 - 2. 400+ years until all plastic currently in the ocean is completely decomposed (*Wright et al., 2018*)

(continued)

C. From hauling groceries to high seas: our plastic bags in Northwest Georgia can actually end up in the ocean

1. Litter from the street and landfill trash can end up in our sewer systems that lead to rivers (*Lebreton et al., 2017*)
2. About 1.15 to 2.41 million tons of plastic are entering the ocean each year from rivers (*The Ocean Cleanup, n.d.*)
 - a. Chattahoochee River in southwest Georgia runs through Atlanta to northeast Georgia
 - b. Coosa River is diagonal from southwest to northeast Georgia

(We can clearly see what seems like a small problem here can be a huge issue when our water supplies combine and head to the ocean. What can we, as individuals, do to solve it?)

III. Satisfaction Step

- A. Be mindful and realize that you can stop using plastic bags today
 1. Acknowledge that bags are only to get your purchased items home
- B. Be prepared before you are forced!
 1. There are now stores that don't offer plastic bags at all, and you will want to avoid being charged
 - a. Disney stores, Aldi, and other stores require you have your own reusable bag
 2. New York and California have implemented legislation that bans plastic bags and other states may soon follow their lead
- C. Benefits can be seen quickly once we cease the use of plastic bags
 1. 80% decrease in bag use in three months in Australia—1.5 billion bags (*"Supermarket bans," 2018*)
 2. Stores offer incentives for buying/using bags
 - a. Target and Trader Joe's take 5 cents off per reusable bag used; Whole Foods takes 10 cents off per bag; Kroger offers five fueling points for each reusable bag used
- D. Use alternatives to plastic bags
 1. Help a store rid their waste by using an empty box the store provides
 - a. Common at the big box stores like Sam's Club and Costco
 2. Invest in your own reusable bags
 - a. Larger, sturdier bags carry more
 - b. They can be cleaned in your washing machine to lessen transferring germs home from the store

(We have discussed what we can do to minimize our use of single use plastic and we know the benefits of those actions, but let's take a moment to really visualize the changes it can have in the world around us.)

IV. Visualization Step

- A. Let's exercise our imaginations one more time, but this time let's envision ourselves as human beings instead of the sea turtles.
- B. Imagine walking along a beach shore with your grandkids, describing the beautiful marine life that lives in the shore in present tense.
- C. Or, visualize walking cautiously along a beach shore with your grandkids, trying to avoid entangled plastic and animal carcasses. In this scenario, you must speak to your grandkids about animals that once lived in the ocean before their extinction. It was an amazing ocean; but, one they have never seen.

(Which of these future fantasies would you prefer to live in? Remember, stopping the use of plastic bags can help keep our oceans clean.)

V. Action Step

- A. *Summary Statement:* We've discussed the problems with using plastic bags. We now know that it slowly kills off our marine life and that the plastic that we use will outlive us. Australia has led by example and shown us how just a few months of decreasing plastic use can greatly decrease the amount of plastic bags that end up in the oceans. Alternatives such as reusable bags and boxes can carry more, last longer, and protect our earth.
- B. *Call to Action:* Reusable bags are only a dollar or two at your local grocery store and every time we use them, the earth benefits, and so do we. I would like to start or contribute to everyone's collection of reusable bags with these reusable Target bags. You can use them at any store and many stores reward you for using them. Please leave these in your car and use them whenever you go to the store.
- C. *Concluding Remarks:* Ceasing the regular use of plastic bags will benefit our environment and promise us a happy and healthy earth. Remember yourself as a hungry sea turtle. Wouldn't you prefer to eat a jellyfish over a plastic bag?

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COM 2129/Section 01

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Author's note: Stacey Decome is a Public Relations major in the School of Communication and Media at Kennesaw State University. She was the winner of the 2020 Public Speaking Showcase.