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COMS 4, Section 39

Persuasive Speech Final Draft Outline

1. Introduction

- A. Attention Getter: *Refer to physical documentation of an actual case of cyberbullying* “While it is often easy to overlook, cyberbullying is a vicious phenomenon that impacts our youth and demands us to face a harsh reality today.”
- B. Purpose: The purpose of my speech today is to talk about cyberbullying and to persuade you to take action against it with some helpful advice and tips.
- C. Credibility: I have witnessed a case of cyberbullying first-hand in high school and dealt with it on a personal level, so I am aware of the trauma that cyberbullying causes.
- D. Salience: By addressing the issues that come with cyberbullying, we can make the internet a safer place to navigate in and help our youth prosper with respect and dignity.
- E. Preview: Today, I am going to talk about the factors that encourage cyberbullying, the methods used, the negative impacts of cyberbullying, and some prevention and coping methods to help us deal with it.

2. Body

- A. What are the factors that encourage cyberbullying?

1. According to Kircaburun et al. (2019), “depression was a direct predictor of problematic social media use and an indirect predictor of cyberbullying perpetration”.
2. There are certain group types that tend to be vulnerable, such as those within the LGBTQI group, those with mental or physical disorders, adolescent females, and those of a certain race or religion.
3. Other factors include personal traits like, “gender, age, personality, socioeconomic status, technology use, values and perceptions” (Rodríguez-Enríquez, et al., 2019).
4. There are also situational factors that may affect one’s vulnerability to cyberbullying like the perceived support that one gets (could be emotional or financial), parental involvement in one’s life, and the school climate itself.

B. What methods are used?

1. Privacy abuse, which involves “posting online victims’ embarrassing/humiliating videos, creating social media profiles to humiliate victims, and posting/forwarding victims’ private information/images without permission” (Tzani-Pepelasi et al., 2017).
2. Sexting, which involves the sending of nude, seminude, or provocative images, as well as erotic text messages (whether by consent or without consent).
3. Hate speech and libel, which involves name-calling or insulting someone, as well as the spreading of rumors or gossip.

C. What are the negative impacts of cyberbullying?

1. There can be “health problems; emotional problems, including suicide; internet addiction, including video game addiction; risky internet use; and social/functional impairment” (Guinta, 2018).
2. Someone can get a permanently damaged reputation which is difficult to control or change because of the speed at which information can spread online, its anonymity, and the complexity in which the bully and victim roles can shift.

D. How to prevent or cope with this?

1. If you have any children, younger siblings, nephews, or nieces, it would help to “discuss cases of an adolescent getting in trouble due to social media use. The adolescent needs to be made aware of social media use, including sexting and cyberbullying” (Guinta, 2018).
2. Should it ever occur, if a child is being cyberbullied, eliminate access to the platform where the abuse is occurring, document any incidence of cyberbullying that you can and report it as soon as possible.

3. Conclusion

A. Review of main points:

1. Factors that encourage cyberbullying.
2. Types of methods used.
3. What the negative impacts of cyberbullying are.
4. How to prevent and cope with cyberbullying.

B. The world is a crazy and complex place, but just because things aren't getting better, it doesn't mean we can't strive to be better people. Rise above! Be the difference you seek! Thank you.

Works Cited

- Guinta, M. R. (2018). Social Media and Adolescent Health. *Pediatric Nursing*, 44(4), 196–201
- Kircaburun, K., Kokkinos, C. M., Demetrovics, Z., Király, O., Griffiths, M. D., & Çolak, T. S. (2019). Problematic Online Behaviors among Adolescents and Emerging Adults: Associations between Cyberbullying Perpetration, Problematic Social Media Use, and Psychosocial Factors. *International Journal of Mental Health & Addiction*, 17(4), 891–908. <https://doi-org.proxy.lib.csus.edu/10.1007/s11469-018-9894-8>
- Rodríguez-Enríquez, M., Bennasar-Veny, M., Leiva, A., Garaigordobil, M., & Yañez, A. M. (2019). Cybervictimization among secondary students: social networking time, personality traits and parental education. *BMC Public Health*, 19(1), 1–7. <https://doi-org.proxy.lib.csus.edu/10.1186/s12889-019-7876-9>
- Tzani-Pepelasi, C., Ioannou, M., Synnott, J., & Fumagalli, A. (2017). Cyber-bullying and children's unmonitored media violence exposure. *Assessment & Development Matters*, 9(4), 2–6.