

The Hidden Taste of a Chocolatey Truth: Persuasive Speech Outline

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General Purpose: To persuade.

Specific Purpose: To persuade my audience that eating (more) chocolate is a righteous life choice.

Central Idea/Preview: Eating (more) chocolate is presented to be “unhealthy” to consume, but the truth is eating chocolate provide certain health benefits and positive emotionally mentality, which leads to a better way of living life.

Organization Pattern: Problem-Solution

Proposition Type: Question of Value

Audience Type: Neutral

Object: PowerPoint

Introduction

- I. Attention Getter:** You see that tray, it just got out of the oven, and it’s filled with freshly, homemade chocolate chip cookies. You begin to smell the cookies, imagining that first bite, and how it’s going to taste and feel when that chocolate slowly melts and coaxes your tongue with deliciousness. Your mouth begins to water.
- II. Relate Topic to Audience:** Unless you are somehow allergic to it, I am pretty confident to say that everyone has tried some form of chocolate at some point in their life.
- III. Establish Credibility:** I usually enjoy chocolate weekly, mostly because it makes me happy at times when I am stressed out as a college student. Like I have my own little stash of chocolates from Halloween and Valentine’s Day in my dorm room right now that I enjoy. And with further research on this wonderfully addictive treat, I am prepared to promote for a greater consumption of chocolate.
- IV. Preview of Main Points:** Chocolate is portrayed to be a sugary treat that should only be enjoyed once in a while, but throughout the course of this speech, I will advocate the health and mentally emotional benefits with eating chocolate regularly, which leads to an overall better way in living life.

[Let’s begin with the general, negative view on chocolate in our society.]

Body

- I. Main Point #1 (Statement of Problem):** We’ve been told chocolate is not that good for you and that you shouldn’t be eating much of it.
 - A. Description of Problem:** Due to the great amount of advertisement of chocolate products that are loaded in sugar, our society has a large negative view on chocolate overall.
 - 1. Narrative:** When I was growing up, my parents would constantly tell me not to frequently eat chocolate because it contained too much sugar, which will lead to diabetes.

2. Signs, Symptoms, Effects of Problem: And of course there is an issue that eating too much of anything for that matter, but eating something that is actually good for you in moderation, should be viewed as a good thing.

B. Importance of Problem: There are benefits with eating chocolate that are usually kept hidden for the public, possibly for the reason to prevent obesity due to overconsumption of chocolate that is high in sugar.

1. Extent of Problem:

a. Expert Testimony: For example of a negative comment stated in an article titled “Negative Side Effects of Chocolate,” “the added sugar in chocolate has no nutritional value, which can cause weight gain and heart disease.”

2. Who is Affected: And who is affected by this negativity portrayed advertisement? Everyone, who has their own personal view on chocolate.

C. Consequences of Problem: And one thing to remember is that not all chocolates are created equal. People who do not realize the benefits of chocolate are missing out on something that can taste so good to you, and can also be actually good FOR YOU.

[Now with that in mind bring me to my second point, on what are the actual benefits in eating chocolate.]

II. Main Point #2 (Statement of Solution): Eating chocolate has its health and mentally emotional benefits overall.

A. Description of Solution: Stated in an article titled “9 Health Benefits of Chocolate,” “the secret behind [chocolate’s] powerful punch is cacao, [which is] also the source of the sweet’s distinct taste. Packed with healthy chemicals, this little bean is a disease-killing bullet.”

1. How Solution Fits Problem: Cocoa seeds are the main source on why chocolate can be beneficial for its consumer health wise and emotionally.

2. Expert Testimony: Defined by Jason Tetro, author of “The Germ Code,” the scientific name behind the cocoa seeds “appropriately means ‘food of the gods,’ and research has proven it has a divine effect on the body.”

B. How Solution can be Implemented:

1. Plan of Action:

a. Step 1 of Plan: So here are a few aspects health wise, chocolate has on the body.

a) Expert Testimony: Promoted by Deborah Enos, who is also known as “The One-Minute Wellness Coach,” “chocolate contains filling fiber, which is a natural appetite suppressant. So, if you give in to that chocolate craving, you may end up eating fewer calories than if you tried to avoid chocolate.”

b) Statistic: And also a “daily chocolate consumption may reduce the risk of heart attack and stroke in some high-risk patients, according to a 2012 study in the journal BMJ.”

b. Step 2 of Plan: Emotionally, chocolate contains chemicals that also provide you with a natural addiction to it, which provides a healthy way to increase you’re overall happiness. Which is also seen as it is widely enjoyed.

2. Cost and Efforts: Also with anything, moderation is key, and usually darker is preferred if you had a choice, and if you don’t like the bitterness, complement it

with fruit or something that is considered healthy and that is a part of a recommended daily food group, which will even make consuming that chocolate that much more healthier and good for you.

C. Picture Results:

- 1. Describe Expected Results/When Results Expected:** Overall, when you feel better, you live better.
- 2. Expert Testimony:** Posted by the website titled “The Story of Chocolate,” “studies also indicate that chocolate and other cocoa products may help contribute to feelings of wellbeing. Of course, the tie between chocolate and happiness was obvious already, wasn’t it?”

Conclusion

- I. Transition Signal to End of Speech:** So there are some hidden benefits in the chocolaty truth that is viewed in our society.
- II. Summary of Main Points:** Chocolate is portrayed to be a sugary treat that should only be enjoyed once in a while, but there are health and mentally emotional benefits with eating chocolate regular, which leads to an overall better way in living life.
- III. Call to Action/Motivate Audience to Respond:** Now don’t be lame, and share a plate of chocolate chip cookies with a group of friends, and don’t be afraid to consume some of those leftover pieces of Valentine’s Day chocolates before and during this upcoming finals week.
- IV. Memorable End:** In general, if you are having trouble getting things done, “put “eat chocolate” at the top of your list of things to do today. [Because then] that way, at least you’ll get one thing done.”

References

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