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COMM 111-13

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Persuasive Speech Outline

Topic: Mental health during the pandemic

General Purpose: To Persuade

Specific Purpose: At the end of my speech, the audience will be more informed on mental health and would want to purchase my product.

INTRODUCTION

- I. Attention Getter: How have you all been doing since March 2020?
- II. Connect to Audience: The pandemic has affected all of us in many different ways.
- III. Credibility: Like many of you, the effects of the pandemic have hit me hard. Not just physically, financially, but mentally as well.
- IV. Thesis: The coronavirus pandemic is affecting people's mental health.
- V. Preview: Today I will be talking about mental health during the pandemic, how my product will be useful, and what the expected results would be from my product.

BODY

Establish Need for Action

- I. The pandemic marked a huge transition for everyone.
 - A. We were instructed to limit contact with the people around us, not go outside unless necessary, and to mask up. Such simple tasks and, yet, nearly two years later, we are still in the same predicament.

- B. I don't think people thought about the long term effects of not being able to see people the same way we used to. According to an article written in 2021 by Ryota Tsukawaki and Tomoya Imura, rates of depression and anxiety are higher than compared to before the start of lockdown.
- C. You may be thinking, "things will get better once things go back to normal." But we can't hold out for when because it's uncertain. A 2020 article called Mental Health During the Covid-19 Outbreak in China: a Meta-Analysis, the writers urged for a solution to this mental health crisis we are in.

Transition: Now that you are more aware of how mental health has been affected since the start of the pandemic, I will now introduce a possible aid.

Satisfy Need

- II. An essential that has yet to change since the beginning of the pandemic is the need for masks.
 - A. What if masks not only provided protection from the virus but also helped our mental health? We are constantly smelling our masks when we have them on. If we were able to alter the scent in our masks to something pleasing then perhaps wearing masks would be a more happy experience. Scent has the ability to influence our moods as discussed by Burnett, Solterbeck, and Strapp in a 2004 article.
 - B. With this spray, that includes scents that are associated with positive emotions, we can spritz some in our masks before putting them on and go about our day. Similar to hand sanitizer, masks sprays are easy to use and helpful during this pandemic.

Transition: I'll now discuss the possible results of using mask sprays now that I've introduced the product.

Visualize Results

- III. With the release of mask sprays, mental health could improve.
 - A. The use of smell to influence mood has already been used before. According to a research study called Effects of Aromatherapy Massage on Anxiety and Self-Esteem in Korean Elderly Women: a Pilot Study, the results concluded that rates of anxiety and self-esteem improved with the use of aromatherapy massage.
 - B. Wearing masks could also become a more positive experience for some individuals thus promoting mask wearing.

CONCLUSION

- I. Signal Closing: In closing,
- II. Summary of Main Points: I have discussed mental health during the pandemic, how my spray could be useful, and what the expected results of the spray will be.
- III. Restate Thesis Statement: The coronavirus pandemic is affecting people's mental health.
- IV. Call to Action: Mask sprays could improve the mental health issue.
- V. Closing Statement: Don't forget to stop and smell the roses.

References

- Burnett, K. M., Solterbeck, L. A., & Strapp, C. M. (2004). Scent and mood stage following an anxiety-provoking task. *Psychological Reports, 95*(2), 707-722.
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