

# Nancy reagan introduces just say no campaign essay

[Health & Medicine](#), [Drugs](#)



- In her speech, Nancy Reagan introduces the “ Just Say No” Campaign, requiring the audience’s support and contribution for combating the drug use among youngsters;
- Nancy Reagan uses all the three elements of the speech: ethos, logos and pathos in her speech, for determining people to adhere to the “ Just Say No” Campaign;
- Ethos is implicit in Nancy Regan’s speech, because the credibility is given by her name, and reputation being the first lady and a respected and trustworthy social activist;
- The speaker makes use of logos by presenting a comprehensive and coherent content, logical claims and facts, convincing the audience of the accuracy and consistency of the arguments and information that she submits;
- The pathos element is linked to the story of the children who adopted Nancy Reagan’s “ Just Say No” (to drugs) slogan to create 10. 000 “ Just Say No” clubs throughout the country. This element is targeting people’s emotion and their involvement in the Campaign, following children’s example and active sustaining of the “ Just Say No” Campaign.
- Nancy Reagan’s speech employs communication strategies and argumentative techniques for determining the audience to action against drugs.
- The speech includes testimony as an argumentative technique, as Nancy Reagan reveals a personal episode from her social responsibility activity, indicating how “ Just Say No” Campaign was initiated. The speaker testifies that she was recently asked by a group of children in Oakland, California “

What to do if they were offered drugs” and her answer was “ Just Say No”.

This is how this Campaign begun.

- Another element utilized as an argumentative technique is the literary analogy, as Nancy Reagan calls on the support of the American population, requesting them to be “ unyielding and inflexible” in their opposition to drugs.
- The speech also includes figurative analogies, as Nancy Reagan describes the young generation as “ leading the way” in the “ Just Say No” awareness Campaign, by forming clubs dedicated to fighting against drugs.
- Nancy Reagan’s speech employs brief illustration, as the speaker indicates how the Campaign against drugs was initiated in Oakland, California, where the first “ Just Say No” club was inaugurated as a result of her visit there, when the first lady advised the children who asked her what to do if they were offered drugs to “ Just Say No”.
- The speech also includes extended illustrations, as it turns into an emotional story that speaks about the support and cohesion of young generation, united for fighting against drugs, by initiating more than 10. 000 support groups all over the country, determining other youngsters to just say no to drugs. This extended illustration is directed at the entire American audience, in order to determine the population of United States to follow the example of the youngsters and to advocate against drug use.
- Statistics are also part of this speech, as Nancy Reagan states that there are more than 10. 000 “ Just Say No” clubs all over the country that were formed based on her advice to “ just say no” to drugs. This statistical indication is utilized for reflecting the high proportions of the “ Just Say No”

Campaign and of the youngsters' interest in contributing to the awareness campaign directed against drug abuse.

## 2. Introduction

We see every day how more and more youngsters fall prey to drugs and when this happens any intervention to bring them back on their feet is either too painful or there is no way back. To wait for this to happen is not an option. To think that this cannot happen is proof of naivety and carelessness. Don't let this happen to your children. Act now and get involved in the " Just Say No" campaign, so that youngsters to be informed about the consequences of drugs use, and to understand how drugs can harm them and their families. Act now for teaching your children how to react when they are offered drugs. " Just Say No" to drugs and say yes to your children's safety.

## **Conclusion**

Children's healthy development is the adults' responsibility and we must work together for developing a healthy generation. Moreover, their unity and their proactive involvement in fighting the drugs should be an example for all of us regarding how to come together and how to act like one in a matter that concerns all of us. From one " Just Say No" club, there are more than 10.000 such clubs today all over the country, showing how children have the power to motivate and engage one another in working together for combating the drug use. Now it is your turn to " Just Say No" to drugs and to become active members of your society by communicating the risks of drug use, promoting a healthy lifestyle while discouraging any sign of curiosity regarding the use of drugs.

## **References**

History (n. d.) Nancy Reagan introduces “ Just say no” campaign. Retrieved from <http://www.history.com/speeches/nancy-reagan-introduces-just-say-no-campaign#reagans-evil-empire>.