

Audience and Occasion Analysis:

SPECIFIC GOAL: My audience will gain a greater understanding of what krokodil is and the dangers associated with it.

SPEAKER ETHOS: I have done extensive research on this subject and know as much as there is to know, without actually trying it.

AUDIENCE ANALYSIS: I have chosen college students as the audience for this presentation, since college is a time where many people experiment with drugs. I have added questions geared toward the audience, assuming that at their age, some of them have been affected by narcotics, whether directly or otherwise.

OCCASION ANALYSIS: This is an appropriate topic for a conference setting. It will be serious and hard to watch at times, due to the graphic nature of the photos associated with krokodil.

Speech Outline:

I. INTRODUCTION:

A. Hook: How many people have heard of the terrifying new drug krokodil?

B. Ethos: I have done extensive research on krokodil in hopes of teaching all of you the dangers of this specific drug.

C. Thesis: Since desomorphine's reinvention as krokodil, the "moonshine heroin," in the early 21st Century, it has attributed to nearly half of all addictions and drug-related deaths in Far East Russia. Krokodil has made its way to North America and has been making a splash ever since.

*Pose question – 'Danger of Drugs'

D. Preview: I will discuss five main points relating to krokodil:

- Chemistry
- Origins
- Resurgence
- Effects

- User Accounts

II. BODY:

A. What is krokodil and where did it come from?

1. Chemistry of desomorphine (krokodil)

- Chemical name 'desomorphine'
- Simple to produce
- Short production time
- Few ingredients

(Transition) Now that we know what it's made of, let's learn about where and why it came about.

B. Why was desomorphine invented?

- Synthetic replacement for morphine.
- Used in Switzerland under name Permonid

(Transition) Now that you know why scientists developed it and what it was used for licitly, let's see its illicit uses.

C. Why is krokodil use so common in Russia?

- Proximity to Afghanistan (leading heroin producer).
- 2002 – Russian Federation anti-drug policy
- Cheaper to produce and easier to make than heroin.
- 2010 – 2013 Krokodil comes to the U.S..

(Transition) Now that you know why it came back with a vengeance, let's look at some of the effects of krokodil.

D. What effects does krokodil have?

1. Effects on society:

- Apparent physical use

- Spread of HIV and other diseases

2. Effects on user:

- Effects on mind.
- Effects on body.
- Effects on life.

(Transition) Now that we know what krokodil can do to a person, let's hear a couple first-hand accounts.

1. User Accounts

- Irina Pavlova highlights.
- Family's account from VICE documentary.

2. Treatment

III. CONCLUSION: Thank you all for coming to my presentation on krokodil. As you probably agree, the risks associated with krokodil use are not worth it. All drugs come with consequences, but a drug that eats you from the inside out is a hefty consequence. I hope you will spread your knowledge of krokodil to friends and family and anyone you might think could be at risk for taking this drug. It's up to you to make people aware of what dangers lurk in our streets.

* Pose ending question – 'Danger of Drugs'