

This advertisement was made to celebrate the Muslim holiday known as Eid. It is created to represent the Muslim culture and their celebration that is very important to them. The advertisement was made by McDonalds. The middle figure shows fingers of a hand made my fries. The fries are shown to represent the food of McDonalds. The hands are put in that position because that is how Muslims pray to God. Prayers for Muslims are a way to express their love for God and express their gratitude towards him. The advertisement has hands in the middle and sky around it with the moon on the top left side. The moon is there again to represent the Islamic culture that they use the position of moon to decide the day of the holiday. The relationship of food and Eid is that requires an understanding of the month of Ramadan that comes before Eid where they fast until sunset where everyone feasts. This is also done to promote their own food during the Eid and Ramadan. The food shows the relationship of Ramadan and food and Eid. It is a very clear connection made to show the relationship between these three elements of Muslim culture because there is nothing but simple, easy to understand symbolism shown through the environment of the image and two hands praying in the middle.