1. State the author’s thesis in your own words.

The author has indicated her thesis in paragraph 3,4,6,7. The thesis statement is the following: To sell products in developing countries, advertisers are promoting North American attitudes and lifestyles that emphasize values of acquisition, consumption of discretionary purchase.

1. Identify the hook used in the introduction and evaluate its effectiveness.

The first paragraph is served as the hook for the essay. In this paragraph, the author introduces the idea of why people all around the world have a desire for the same things. She states, “blonder hair, faster cars, newer and cooler video games. Why is it that the same things that tantalize a consumer in San Francisco, California are also what those in San Paolo or Singapore aspire to?” (Ciochetto 1). She introduces her idea by asking the broader question about why people around the globe have the same desire? Then, she presents the answer to this question by discussing advertising that is happening at the global level. Ultimately, she states the negative impact of advertisement in developing courtiers. In this way, the author uses the hook to clearly introduce the problem and her views on it. Overall, the hook is effective as it straight goes to the topic and introduces the problems with global advertising. The hook is also used as the argument for the thesis that advertising is affecting the minds of global consumers by spreading north American values.

1. How does the author end the essay? Evaluate the effectiveness of the conclusion.

The author ends the essay by summarising her argument and stating her thesis statement. She concludes that “advertising promotes attitudes and lifestyles that emphasize acquisition and consumption rather than other values” (Ciochetto 2). To elaborate, she explores how advertisers are changing cultural values in developing countries to increase the consumption of unnecessary goods. Moreover, she also focuses on the effects of advertising at the individual level by explaining how people living in developing countries feel deprived of products that they really do not need. In this way, the conclusion performs an excellent job by directly connecting to the thesis and showing the impact of advertising at the individual level and societal level.

1. Identify ONE method of proof and explain how the author uses it to support the thesis.

Lynne Ciochetto uses the method of generalizing from examples to support the thesis statement. To begin, he uses the example of back beer advertising campaign happened in China to show how companies are promoting North American values that urge people to buy their products. To elaborate, she states, “the promoters of Becks Beer in China aimed at promoting individualism and urged consumers to “express themselves” through buying a beer that cost three times the price of local beer” (Ciochetto 2). The value of individualism presented in that advertising campaign directly opposes the historical cultural values of China such as social harmony and conformity. In this way, the author is showing that advertisers are altering the cultural values to sell their unnecessary products and increase discretionary purchase. The argument of altering values is very effective in proving the thesis that outlines that advertisers are emphasizing North American values that result in the consumption of discretionary purchase.

1. Identify One rhetorical device found within the essay. Evaluate its effectiveness by describing what thoughts or feelings it evokes.

The author uses hypophora in her hook to introduce her topic to readers. She first starts by asking the question, “why is it that the same things that tantalize a consumer in San Francisco, California also what those in are also what those in San Paolo or Singapore aspire to?” (Ciochetto 1). By asking the question, she introduces her issue of people having the same urge for discretionary products due to global advertising strategies. Then to present her own views, she answers the question in the following manner: “The answer is advertising: instead of catering to the cultures that it targets, advertisers are shaping the minds of global consumers to think like a North American consumer” (Ciochetto 1). In short, she states that advertising is especially affecting cultural values eastern countries by imposing values of American culture. This behaviour of advertisers in concerning as they are destroying historical cultural values of eastern societies to sell their products. By explaining her opinion at the beginning, she is supporting her thesis of having advertisers promoting North American attitudes and lifestyles to increase consumption of unnecessary goods in eastern societies.

MEDIA MARK

1. Describe and evaluate the effectiveness of the title. How does it reflect the content and/or thesis of the essay? What emotions or thoughts does it evoke from the audience?

The title of the essay is “Meme Machine,” which is very effective in foreshowing the issue explored in the essay and the opinion of the author. The first word meme suggests that cultural values are blindly passing from one culture to another culture using imitation. Moreover, for some reader, the word “meme” might be confusing, and they will understand that as humorous images. However, they will feel surprised when they will read the article. The second word may suggest that these values are passing rapidly. The word machine also indicates that this process of transferring values is used as a tool or a machine to achieve something, in this case, sell products. Together, the words foreshadow that transfer of social values is happening rapidly and it is used as a tool to achieve something, perhaps making money. The title connects the thesis by depicting that global organizations are utilizing American values as a tool for their advertisement campaign to sell their products in eastern countries.

1. Describe and evaluate the effectiveness of the image. How does not reflect the content and/or thesis of the essay? What emotions or thoughts does it evoke from the audience?

The image is of an advertising poster of Jack Daniels in an eastern country. The writing in a foreign language is the indication that the poster is from an Asian country. Secondly, the label on the bottle of Jack Daniels says that is made in Tennessee. Together, the man and the bottle signify individual freedom, which is an essential part of western culture. Overall, this poster portrays how advertisers are promoting American culture in developing courtiers to sell their products. It connects to the thesis as it provides proof of using American dream to attract consumers. From the picture, the reader can really see what is really happening in real life and how the author is serious about this topic. Overall, it creates a sense of seriousness and realization in introducing the topic.

1. Examine and discuss the effectiveness of the layout of the article. How does the layout aid in reinforcing the views and/or tone present in the essay?

The layout of the article is effective in introducing the topic and creating a sense of realization. It starts with the image, followed by the title. By providing advertising poster as a real-life example from the eastern country, it reinforces the tone of realization and seriousness. After that author straight introduces her topic and state her argument. In the wat, the essay is more focus on arguments and spends very little time on introduction. The short introduction suggests that the topic is very consequential, and everyone should know about it. Throughout the essay, the author uses real-world examples from China and India to show the effects of advertising in eastern culture. The style of arguing is effective in active, and efficient and pursues most of the reader that they can not deny the existence of utilizing the American dream as a tool to promote their goods. Overall, this layout is effective in building a tone of seriousness and becomes serious as the essay progresses.