

JOURNAL ENTRY #3 ASSIGNMENT

Please present your rhetorical analysis of “Don’t Blame the Eater” in the chart below

WHAT the Writer Does	WHY the Writer Does It
<p>What’s the writer’s thesis/main idea/overall argument?</p> <p>Companies have a personal responsibility to their customers and are responsible to how they affect/contribute to society.</p>	<p>Why is there a need for the writer to present the thesis/main idea?</p> <p>The writer felt a need to present this thesis for there is a rise in both diabetes and obesity as a result to of, what the author argues, a lack of alternatives to fast-food, lack of consumption information, lack of warning labels, and marketing practices.</p>
<p>What issues are related to the overall argument, according to the writer? Is there a larger debate, discussion, or controversy already going on?</p> <p>The author argues that there is lack of alternatives to fast-food, lack of consumption information, lack of warning labels, and possible legal cases to unethical marketing practices.</p>	<p>Why is it important for the writer to discuss the issues?</p> <p>The writer felt that it is important to discuss this issue because it’s not just one issue, but compounding issues that are the cause rising diabetes and obesity in America.</p>

WHAT the Writer Does	WHY the Writer Does It
<p>What is the writer’s purpose? To persuade, inform, criticize? Something else?</p> <p>The writer’s purpose is to inform readers of issues that the fast-food industry imposes on society that leads to a growing health care cost and the rise of both diabetes and obesity in America.</p>	<p>Why does the writer choose this purpose? What effect does it create?</p> <p>The writer chose this purpose in hopes that a reader better informed will make better choices and possibly a call for a change in industry/government policy changes.</p>
<p>What do you know about the writer’s background, credibility, knowledge of the topic?</p> <p>The writer only writes from personal experience, projected onto others, and loose logical conclusions to how government may regulate the fast-food industry as they did with the tobacco industry.</p>	<p>Why does the writer present or imply his/her background, credibility, knowledge of the topic?</p> <p>The writer presents his background for if he lived in a broken home, had few opportunities for lunch and dinner outside of fast-food, and live a static, no exercise, childhood than there might be others too.</p>

WHAT the Writer Does	WHY the Writer Does It
<p>How does the writer use diction? (Word choice, tone, style, figures of speech, is it formal, informal? Technical versus slang?)</p> <p>The writer writes in a casual manner using his life experience as a point of reference, and uses general analogies, few references, and doesn't go any deeper than surface level arguments.</p>	<p>Why does the writer use this type of diction? What effect does it create?</p> <p>The point is to simply, at a high level, inform readers the problem fast-food industry imposes onto society and the factors that gives rise to diabetes and obesity in society</p>
<p>Who is the writer's intended audience? What kind of relationship does the writer try to establish with the reader?</p> <p>The writer's intended audience is to any casual, health interested, reader of The New York Times.</p>	<p>Is there a reason the writer chose to write for this particular audience?</p> <p>The writer may feel that his opinion piece will resonate with subscribers of The New York Times.</p>

WHAT the Writer Does	WHY the Writer Does It
<p>What strategies does the writer use to trigger the reader's emotion?</p> <p>The writer strategically points the finger to the reader that like the kids launching lawsuits against the fast-food industry not to be surprised when they become the next victim.</p>	<p>Why does the writer use the strategies? What effect do they create?</p> <p>The writer uses this strategy as a "call-to-action". A call to change the community to have more food alternatives to fast-food locations, lack of consumption information, lack of warning labels, and questionable/poor marketing practices.</p>
<p>What kind, or genre, of text is this? What expectations does the reader have for texts of this genre?</p> <p>This is casual opinion piece of work where no detailed or careful analysis are made to argue high level issues that causes the rise in health care cost and rise of diabetes and obesity in America.</p>	<p>Why does the writer use this genre to present his or her overall argument?</p> <p>The writer uses this genre of writing to present his overall argument because it's easier to approach and can reach a wider readership to those subscribed to The New York Times.</p>

WHAT the Writer Does	WHY the Writer Does It
<p>How does the writer arrange his or her ideas? Chronologically?</p> <p>The writer arranges his idea by presenting his argument in this order:</p> <ol style="list-style-type: none"> 1. A lack of alternatives to fast-food: lack of community/city planning/prioritization 2. There is a lack of consumption information: a lack of easily understandable and useful information for consumers 3. Government regulations will soon apply to the fast-food industry as was done with the tobacco industry 	<p>Does the arrangement of ideas, or way the writer develops them create some sort of effect? What purpose does it serve? Why does the writer arrange his/her ideas this way?</p> <p>This arrangement specifically targets and addresses the level of concerns:</p> <ol style="list-style-type: none"> 1. At a social level 2. At an individual level 3. At policy level
<p>What evidence/examples does the writer use to support his or her ideas?</p> <p>The writer, in order, uses these arguments to support his main idea:</p> <ol style="list-style-type: none"> 1. A lack of alternatives to fast-food <ol style="list-style-type: none"> 2. There are more fast-food locations than grocery/produce stores 3. Food deserts... 2. There is a lack of consumption information <ol style="list-style-type: none"> 1. No nutrition labels on fast-food as there are on grocery items 2. No warning label on fast-food ads as they are on drugs/tobacco ads 3. Prepared foods are not covered under the FDA labeling laws 4. Not all fast-food locations will provide calorie info on request 5. No guarantee that the calorie info will be easy to understand <ol style="list-style-type: none"> 1. A menu item has each ingredient listed separately 2. Calorie are ratio to its serving and not the package as a whole 3. Like the tobacco industry there will be a time where state governments acknowledge the correlation between fast-food advertising and health care cost 4. Fast-food industries are at risk <ol style="list-style-type: none"> 1. Marketing health hazards with no warning labeled products to children 2. It would be to the industries interest to proactively protect themselves, and customers, by providing information so they can make better informed choices 	<p>Why does the writer use the evidence/examples? What effect do they create?</p> <p>The writer uses examples to build a point of equal understanding and, simple, logical deductions to support his arguments to the problems with the fast-food industry and the causes of the rise in health care cost, rise of diabetes, and obesity in America.</p>