

# McDILCULOUS

(MAY 2004)

Staying alive is complicated. (It's the single most difficult thing every single person does every single day. There is just so much in this wicked world that can kill us: cancer, avalanches, liver failure, street gangs wearing baseball uniforms, gravity, electric chairs, death squads, hammerhead sharks, werewolves, hemlock, and a boundless cornucopia of other coldhearted entities who solely exist so that we may not.) Everything is bad for you. Food is bad for you. Food—something you need in order to stay alive—is killing you right now. Food hates you. But food cannot be held accountable for its diabolical actions, even if Morgan Spurlock thinks otherwise.

Spurlock criticizes McDonald's for not being up-front about the lack of nutrition in its food; this reminds me of people who sue tobacco companies because nobody told them that inhaling smoke is less healthy than inhaling oxygen. Spurlock attacks the prevalence of McDonald's advertising campaigns, and he hates the way they target children; this is intriguing, because I remember seeing thousands of "Just Say No" advertisements when I was young, and those didn't exactly take. All those "Got Milk?" ads don't seem to make people crazy for milk, either. Why is it that the only advertising campaigns that work seem to sell all the bad things people actually desire? Isn't that a weird coincidence?

Commercials for McDonald's claim their food is marvelous and that you should eat it constantly. And maybe you believe that. Maybe you need documentary filmmakers to protect you from yourself, because life is dangerous. And life is dangerous. Like I said, staying alive is complicated. But I'll take my chances.

Hook: Opening the circle sentence  
(Elaboration - building off the hook.  
**SHOWS US HOW it is complicated!**)  
Techniques: Repetition, Alliteration, Juxtaposition, Word Choice, Imagery.  
Conclusion Introduces topic  
Personification  
Thesis Statement / Claim

Summarizes 1<sup>st</sup> Point (paraphrase)  
1/E Interpretation / Explanation  
Summarizes 2<sup>nd</sup> Point (paraphrase)  
1/E

Rhetorical Question - to lead the reader to his conclusion.  
- Final summary & observation

Closing the circle sentence

Final CS = reaches out to the reader  
- Judgment  
- Prediction  
- Recommendation  
- Solution