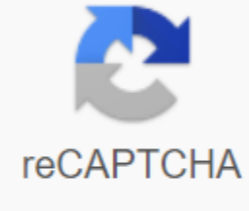




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Don't blame the eater ethos pathos logos

I congratulate David Zinchenko for his article Don't Blame the Eater- it's hard to write in today's society, where journalists tear topics apart, and they in turn then tear up for what they believe in. You need to boldly write steadfastly about a topic on which you have a controversial opinion. It tackles a judicial theme that is prevalent in our world nowadays and illustrates its point of view enough is enough. Zinchenko starts his argument with an allegory when he was a kid and he grew up eating fast food. It starts with a typical pattern of breaking the ice and presenting your theme. He then proceeds to back up the story with hard facts and statistics on such a percentage of childhood diabetes in 1994 compared to today. However, until almost the end of the article that he asserts the thesis when he says: Fast food companies are marketing kids a product with proven health hazards and no warning labels. They will do well to protect themselves, and their customers by providing nutritional information people need to make informed choices about their products. Without such warnings, we will see more sick, obese children and more evil, judicial parents (Zinchenko). While the allegory at the beginning may lure the reader first, the reader is lost in search of his stated argument. To his credit, he mentions many significant details and bits of evidence that add to his argument once you've established what he's trying to say in the end. His thesis almost states the point of the article, as well as driving the point home. Zinchenko also uses a strong sense of voice and style, which somewhat saves his u.S.-u.S. essay. He uses sarcasm to really push the point like the last line of an essay when he implies a lack of nutrition labels and obese children. He jokes: I say let fried chips fall where they can (Zinchenko). It includes pathos and ethos once again, starting with the story of his childhood to evoke emotions and make the reader feel how they can relate. Unfortunately, it doesn't integrate enough pathos and ethos to balance its somewhat overwhelming use of logos. Nearly half of the essay spends a list of statistics and numbers that can be repetitive to the reader, such as the number of calories on the list of menu items. In the end I completely disagree with David Zinchenko. While he has a slightly unorganized but compelling essay, he hasn't sufficiently convinced me that food companies are to blame for obesity in the United States, particularly in children. Ultimately, it is the fault of parents for not reaching their children from an early age of nutritious food choices and eating habits. They say, I say Zinchenko, David. Don't blame the eater. 2002. They say/ I say the moves that matter at the Writing Academy. General Graff and Kathy Birkenstein. New V.V. Norton 2005. 130-41. Printing. Zinchenko is editor-in-chief of Men's Health magazine and editorial director of Women's Health magazine. Author of several books on nutrition and diet. He attended Moravian College in PA undergraduate degrees while serving in the Naval Reserve. Zinchenko recently did an exclusive interview with Barack Obama before winning the presidency. He was also named Ad Week Editor of the Year. Antioch: Zinchenko gives readers a contemplative perspective to take responsibility for their actions rather than trying to point the blame on the fact that they actually have control over themselves, fast food. However, Zinchenko, himself struggling with childhood obesity, offers condolences to those who found themselves in the post. He describes the difficulties that fast food is causing, which are only becoming an increasingly problematic issue in today's generation on the go, where parents turn to takeaways to quickly and easily address dinner. There is a lack of healthy alternatives offered by leading fast food chains such as McDonald's or Burger King. Even if nutritious options are available, nutritional information is inaccurate or the food itself is misleading, in whose level it is really nutritionally healthy for humans, particularly in calorie intake. If consumers are unable to read the facts and content of the food they eat, they are being misled into eating food that pose a potential risk to their health and overall wellbeing. With a large percentage of the money spent annually on advertising for fast food chains, as a result, the consumer level increases. Over time, increased food consumption becomes a major factor in rising health care costs. Fast food industries are growing rapidly and only further cause and lead to the development of critical health problems. It is necessary for companies to take precautions in a way that labels menus and individual foods with nutritional information. These efforts are needed to avoid future diseases among everyday people, which is more important to those often found in children. Methodology: Call to Action, Theory, Personal Experience, Philosophy Most Valuable Quotes: Centers for Disease Control and Prevention, Food and Drug Administration, National Institutes of Health Money Quotes: They crossed under golden arches to the likely fate of obesity life. And the problem is not only theirs - it's all ours. Until 1994... only 5 percent of childhood cases have been linked to obesity, or type 2, diabetes. Today... Type 2 diabetes accounts for at least 30 percent of all new cases of childhood diabetes in this country (140). Go down any thorough journey in America and I guarantee you will see one of more than 13,000 McDonald's of our country Now, drive backup block and try to find somewhere to buy grapefruit (140). Making it difficult to find no alternatives is the lack of information about what exactly we consume. ... Advertising does not carry warning labels the way tobacco ads (140) do. Fast food marketing companies for kids product with proven health hazards and no warning labels. They will do well to protect themselves, and their customers by providing nutritional information people need to make informed choices about their products. Without such warnings, we will see more sick, obese children and more evil, forensic parents (141). Thanks for participating! Don't blame eaters - this is David Zinchenko's article explaining to Americans, particularly overweight young Americans, about the risks of eating in fast food restaurants and its cause of health effects. In his article, he tries to address this problem about America's food industries by using literal devices such as tone, logos, ethos, diction and organization in order to spread its message. He begins his article by addressing this topic, and as he continues to write, he supports his subject, writing about personal experiences and moves on to the reasons why his subject is in serious question. While it shows overall clear progress, it tends to have several problems with its writing that can be improved. At the beginning, Zinchenko begins his article by writing about his personal experience as an overweight child. At the age of 15, I packed a 212 pound torpid teen tallow on my once lacking 5-foot-10 frame. (3). His use of personal evidence allows readers to know that his situation is related to many people like him, i.e. has a connection to the subject and that he is not biased at all. In fact, his use of personal information serves as an ethos. Then I was lucky. I went to college, joined the Navy Reserves and got involved in a health journal. (4) Lunch and dinner, for me, was a daily choice... Show More Content... He had far more strengths than he had weaknesses. The reader can identify the problem very clearly and understands the message he is trying to spread. However, after reading the article, readers may be a little confused by what exactly was his goal. Readers can see that this is a serious topic, and see that this is a national issue, but the topic was unclear. Overall, Zinchenko's article has done a good job spreading its message, as well as spreading its knowledge of the national article Don't Blame the Eater, written by David Zinchenko, causes readers the crucial influence that fast food restaurants have in the country's modern youth, causing them to be over the weight and have type 2 diabetes. Throughout Zinchenko's argument, he makes the reader consider the consumer a victim, but on the other hand, in which he persuades us to believe the use of logos, pathos and ethos in its reasoning is that the food industry is what makes the country's youth to increase obesity. The capacity for striking issues and personal experience he has compiled in the text he is able to comprehensively argue against the fast food industry. The author convinces us immediately, starting with the question: Kids take on McDonald's this... Show More Content... Zinchenko's personal experience includes in his text many people may relate to someone who has been or is experiencing a similar situation. At this point, we can view the images in the text as a reader I can photograph a young boy being lazy, lying in bed who is possibly gaining weight constantly and many dangerous diseases in the long run. The author is a very clever writer-intelligent writer who acquires the reader's trust in him by sharing his experiences and how he overcame his struggles and why, in his opinion, fast food restaurants are the main reason that the nation's youth suffer from overweight and diabetes. Hidalgo 3 Exams the ethos that Zinchenko uses in his writing when he talks about how many calories you eat when you eat in fast food restaurant, which he makes remarks about the government as well. The author typically uses this to shake the reader's emotions and attention to use such detailed ideas and examples of it all making the reader think and emotion. Zinchenko also tells us how he overcame his eating fight, avoiding the fast food restaurant and staying busy, however he still has the mentality that what causing individuals to be over the weight of fast food restaurants, which goes insolation with his claim. I find it very intriguing as he claims the responsibilities of asking for the right choices are yours, but he claims restaurants are restaurants