Read the following two books and complete the assignments for each book:

- *Fast Food Nation* by Eric Schlosser

Students are to be prepared the first day of class for discussion, quizzes, and/or essays. Both assignments will be due at the end of the first week of school, August 21 or August 22, depending on your class schedule. Please bring your summer reading books to class on the first day of school.

**I strongly recommend note taking or annotating while reading. For each chapter, focus on themes, new vocabulary words, argument construction, and language choices.**

**Thank You for Arguing** (Read this book FIRST)

Objectives: To read and respond to the first 17 chapters (pages 1-198)
To understand how a writer uses language to persuade an audience

Assignment: Read the first 17 chapters (pages 1-198) and complete the tasks for Part 1 and Part 2 of the assignment. The assignment can be handwritten or typed.

Part 1: Select at least 6 specific techniques for effective argument that you learned or understood better because of reading this book. Describe each technique in a separate paragraph. Make sure to give the name of the technique, an explanation of what it means, and an example. Cite page numbers for each technique.

Part 2: Recall an argument from your past that you “lost”. (This could be an argument with a friend, a sibling, a teacher, a parent, etc.) Briefly rewrite the argument in dialogue form—like the script of a play. First, show how the argument went originally. Then rewrite it to show how the argument could have ended differently, had you known some of the techniques or skills that you have read about in TYFA. Label the techniques/skills you use in the rewritten version in the margin.

**Fast Food Nation** (Read AFTER *Thank You for Arguing*)

Objectives: To read the ENTIRE book and to respond to selected questions
To understand how a writer uses language to create an argument and to persuade an audience
To apply what you learned from *Thank You for Arguing* to the construction of the argument in FFN

Assignment: Read the entire book. From the list of 13 questions, select 6 questions to answer in an extended paragraph response. Make sure to use specific evidence from the text to support each answer. Use *Thank You for Arguing* as a reference when answering the questions. The assignment can be handwritten or typed.

CHOOSE 6 questions and respond in an extended paragraph response:

**Introduction:** Readers must trust the good character, fairness, and reliability of the writer before they are willing to accept his arguments. The philosopher Aristotle called this quality ethos. Analyze the ways Eric Schlosser establishes his ethos, helping the audience to trust the writer and see the importance of his investigation of the fast food industry. Be sure to explore the chapter fully, particularly the second half.
Chapter 1: Some readers find it counter-productive to Schlosser’s argument against the fast food industry that he would create such a sympathetic portrait of fast food pioneer, Carl Kartcher. Discuss the relevance of providing this background information in formulating an argument.

Chapter 2: Analyze how Schlosser’s strategy of comparison between Disney and McDonalds, and their founders, makes important points about the fast food industry and their marketing strategies.

Chapter 3: Logos appeals to the mind; Pathos appeals to the heart. Pretend you are sociologist Robert Leidner who predicted that as businesses increasingly sought greater efficiency and output, workers would become increasingly “interchangeable”. Write a short response to the fast food industry, in the voice of Leidner, which points out the dangers of this policy toward employees. Referencing this chapter, appeal to both the logos and pathos of your audience. You do not need to use a letter format.

Chapter 4: Analyze how Schlosser explores irony in this chapter titled “Success” through his focus on Dave Feamster’s Little Caesar franchise and the concluding spokespeople (especially Reeves) at the sales seminar.

Chapter 5: Scientifically, Schlosser argues that a key factor in the success of the fast food industry is artificial flavor and coloring. What is the effect of his description of “A typical artificial strawberry flavor, like the kind found in a Burger King strawberry milkshake, …”

Chapter 6: “For a moment, we sat quietly on top of the hill, staring at the speedway bathed in twilight, at this oval strip of pavement, this unsettling omen” (135). What is the primary rhetorical purpose of the sentence, in relation to the entire chapter?

Chapter 7: Upton Sinclair argues in his novel The Jungle “Human beings, had been made ‘cogs in the great packing machine.’” Who is Schlosser arguing are the “Cogs in the Great Machine” in this chapter? Evaluate the analogy.

Chapter 8: Schlosser concludes “The Most Dangerous Job” accounting the trials of Kenny Dobbins. What is the effect of his placing the dramatic story at the conclusion of the chapter rather than at the beginning of the chapter? Do you see similar patterns of organization in other Schlosser’s chapter? If so, which chapters?

Chapter 9: Analyze how Schlosser combines logical and emotional appeals in this chapter to create an effective message. In other words, how does he manage all this scientific data, making it easier to understand and read? Cite specific strategies such as diction, analogy, facts, cause and effect.

Chapter 10: History, places, people and events are often alluded to in this chapter. Cite at least three specific examples, and explain how these are appropriate illustrations for advancing Schlosser’s argument.

Epilogue: An epilogue is actually a conclusion, which, generally, looks to the future from where a book ends. Explain how the content of this chapter is an appropriate conclusion to Schlosser’s criticism of the fast food industry. How, and why, does he employ specific facts and illustrations?

Afterword: An afterword is included to provide additional information after the initial publication of the book. Why would this additional information be relevant to his argument? Discuss how the content of this chapter helps bolster, or discredit Schlosser’s ethos, particularly the section titled “wrong wrong wrong.”