WR100 N1

*Food For Thought*

From Opinion to Argument

**Purpose:** In this course we’ve discussed how arguments can be based on our opinions or biases, but that they are not synonymous with those opinions/biases. In fact, an argument is not only the product of, but also the method of understanding something that has yet to make full sense to us as critical thinkers.

**Task:** This writing assignment consists of two parts: 1) Read, analyze and answer the questions below regarding someone else’s paragraph on Marion Nestle’s “The Supermarket: Prime Real Estate,” and 2) you will write a brief argumentative writing exercise with at least one claim, evidence and analysis.

**Part 1:**

1. What question does this essay answer?

Is it ethical for supermarkets to use tactics to make customers to buy things?

2. What do we know as a result?

The author’s claim, reasons/ evidences and analysis.

3. What other question(s) could we ask that would necessitate another reading of Nestle’s essay?

1) How does Nestle challenge the position that (the author’s opinion--- whether it is ethical or not)?

2) To what extent does Nestle blame supermarkets for shopper’s choices? (What kind of responsibilities she puts on the cooperation, on the supermarkets and on the consumers)

4. What could we know as a result of answering your question(s)?

The ways that Nestle uses to demonstrate her perspectives toward the issue of supermarkets controlling the consumers’ choices.

5. So, in your own words, what is the difference between an opinion/persuasive essay and an argumentative one?

An opinion essay could contain no evidence in it and just persuade people with your own point of view.

An argumentative essay convinces people with objective evidences, or evidences from credible sources.

**Part 2:** Write an argumentative paragraph that consists of at least one claim, evidence and analysis of that evidence.

Q: To what extent does Nestle think it’s buyers’ responsibilities for purchasing unnecessary products?

A: Although Nestle reveals that how supermarkets use tactics to implicitly manipulate consumers to buy products in most part of her essay, *The Supermarket: Prime Real Estate*, she also states that consumers have responsibilities for their over-purchasing behavior in the latter part of the essay. Nestle writes, “ One supermarket manager insisted that his store does not force customers to buy Pepsi in big bottles” (66). The supermarkets not only offer the larger sizes of soda drinks, but they also offer the smaller sizes. Even though the prices for larger sizes are always lower than those of the smaller sizes, if the customers consider more about their health instead of saving money, then they will still choose the smaller sizes, which contain fewer calories. (Nestle uses a list of data to show how price differences entice consumers to purchase the larger bottles of Pepsi.) She also writes, “ The choice is yours” and “ Research says that about 70 percent of shoppers bring lists in to supermarkets, but only 10 percent adhere to them.” (67). This number shows that most people are affected by the prices and other tactics that supermarkets use for profits, however, the final choices (whether to buy or not) belong to customers. If people are strong-minded enough, they will not buy the larger size or over-purchasing some unnecessary products in the supermarket.

**Comments:** Post Part 1 and Part 2 to your WordPress as “Analysis Assignment” by class time **Thursday, November 6**.