



What is the value of a Happy Meal?

### Analyzing Argument

1. Make a list of details from the McDonald's photograph (Lego, Happy Meal, American flag, and so on). How does each detail appeal to the customer? How does the detail appeal to adults? How does it appeal to children?
2. Beyond this photograph, how does McDonald's appeal to logic, emotions, values, need?
3. Make a list of the positive and negative consequences of eating at McDonald's and other fast-food restaurants. What is the positive value of a Happy Meal, of McDonald's, of fast food in general? What is the negative value?
4. What do children gain from eating at McDonald's? What do they lose?