

Brief critique

[Science](#), [Social Science](#)



A Critique paper The advertisement by limcoonalds. com markets one of the products of MacDonalds. This is evidenced by the use of letter “ M” as well as “ Big Mac” in selling out the delicious meal. The advertisement expounds on the fast meals that are loved by the majority of the people in the world. The meal advertised by the site is not only appealing, but also sweet. This is evidenced by the choice of additives and variety of foods to make up the chicken sandwich. For instance, from the picture one can deduce that the meal consists of a balanced diet; that is proteins, vitamins, and carbohydrates. The sources of the vitamin are the vegetables which consist of greens, tomatoes, and pieces of onions. The protein in the advertised meal is from the chicken that is sandwiched. The baked part of the sandwich is the main source of carbohydrates. The presence of all important nutrients in the advertised meal makes limcoonalds. com a good site to visit when in need of a balanced diet. Additionally, the use of promotions such as “ Big Mac®” when a person visits the site limcoonalds. com makes many clients to register as the customers of the “ m I’m lovin’ it.” Despite this advertisement appearing very appealing to the consumers of fast foods, it has some weaknesses that make me dislike it. For instance, it has not provided any information about the physical location of the café selling the meal (Smith 17). It is also evident that the advertisement has not unraveled the price of the meal its advertising. Additionally, it has not provided any information on the ratio of ingredients making up the advertised food. The lack of information pertaining the ingredients, price, and location of the selling spot makes the advertisement less important to the customers.

Work Cited

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Smith, Andrew. Encyclopedia of Junk Food and Fast Food. New York: Greenwood Publishing Group, 2006. Print.