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### Having It Their Way: The Societal Implications of Patriarchal Corporations

The gendering of food in advertising plays an integral role in upholding and disseminating pervasive ideologies surrounding masculinity, consumerism, and patriarchal dominance. As Carrie Packwood Freeman and Debra Merskin demonstrate in their article, "Having It His Way: The Construction of Masculinity in Fast-Food TV Advertising," the prevalence of this patriarchal rhetoric in fast food advertising is indicative that food is not unintentionally gendered in North American culture; it is consciously and consistently constructed in order to support the companies that rely upon the cultural understanding of fast food as indicative of male supremacy, violence, and unchecked power. Throughout their essay, Freeman and Merskin establish that the misogynistic and heteronormative advertisements distributed by fast food companies encourage in customers the same lack of regard for societal wellbeing that the corporations themselves exhibit. The authors address this most explicitly through their discussion of the fast-food industry's impact on societal expectations of men: "Many of these commercials urge men to behave in self-interested ways that disregard the social consequences of their actions and prioritize an individualistic sense of taking over a more community-oriented sense of giving" (Freeman & Merskin 289). Essentially, these ads promote toxic behaviour. This assertion is made increasingly disturbing when examined in conjunction with Freeman and Merskin's earlier statements on the dire ethical failings of many fast-food companies, including their involvement in the exploitation of immigrant labour, animal cruelty, and environmental destruction (280). The indisputable success of fast-food corporations clearly exemplifies the fact that the gendering of food is an insidious, far-reaching, and startlingly-effective means of selling meat, solidifying oppression, and willfully manipulating societal discourses in order to impose a corporate conception of identity and justice.

#### Work Cited

Freeman, Carrie Packwood and Debra Merskin. "Having It His Way: The Construction of Masculinity in Fast-Food TV Advertising." *Food For Thought: Essays on Eating and Culture*, edited by Lawrence C. Rubin, McFarland & Company, Inc., 2008 pp.277-293.

**Commented [DSW1]:** Statement of position. Notice how the writer immediately states this argument.

They agree with the article.

(For more information, see They Say, I Say: Agree, Disagree, A bit of both)

**Commented [DSW2]:** This second / third sentence provides context. It states the writers, the title, and it adds more information to the thesis.

**Commented [DSW3]:** This is the quotation sandwich. Set up, quotation, and explanation.

**Commented [DSW4]:** This sentence adds more information to the quotation / central argument.

**Commented [DSW5]:** This final sentence sums up argument again, and it adds a "significance"

ie. Why does it matter that Gendering Food is far reaching?

This writer answers that here: It shows how companies willfully manipulate society to impose a corporate ideology.