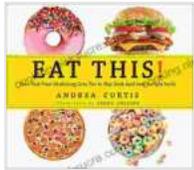


How Fast Food Marketing Gets You to Buy Junk and How to Fight Back



Eat This!: How Fast Food Marketing Gets You to Buy Junk (And How to Fight Back) by Andrea Curtis

★★★★☆ 4.5 out of 5

Language : English

File size : 10617 KB

Print length : 40 pages

Lending : Enabled

Screen Reader: Supported



Fast food marketing is a powerful tool that is designed to make you buy junk food. It uses a variety of tactics to appeal to your emotions, your senses, and your sense of convenience.

How Fast Food Marketing Works

Fast food marketing uses a variety of tactics to get you to buy its products, including:

- **Appealing to your emotions.** Fast food ads often use emotional appeals, such as happiness, nostalgia, and excitement. These ads are designed to make you feel good about buying and eating fast food.
- **Appealing to your senses.** Fast food ads often use bright colors, loud noises, and mouthwatering images to appeal to your senses. These ads are designed to make you crave fast food.

- **Appealing to your sense of convenience.** Fast food is often marketed as a convenient and easy way to get a meal. This is especially appealing to people who are short on time or who do not want to cook.

The Health Consequences of Eating Fast Food

Eating fast food on a regular basis can have a number of negative health consequences, including:

- **Obesity.** Fast food is often high in calories, fat, and sugar. Eating fast food regularly can lead to weight gain and obesity.
- **Heart disease.** Fast food is often high in saturated fat and cholesterol. Eating fast food regularly can increase your risk of heart disease.
- **Stroke.** Fast food is often high in sodium. Eating fast food regularly can increase your risk of stroke.
- **Type 2 diabetes.** Fast food is often high in sugar. Eating fast food regularly can increase your risk of type 2 diabetes.
- **Cancer.** Some studies have linked eating fast food to an increased risk of cancer.

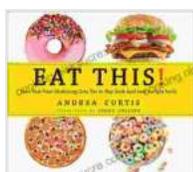
How to Fight Back Against Fast Food Marketing

There are a number of things you can do to fight back against fast food marketing, including:

- **Be aware of the marketing tactics that fast food companies use.** Once you are aware of these tactics, you can be more critical of fast food ads.

- **Make healthy choices.** When you are eating out, choose healthier options over fast food. There are many healthy restaurants that offer delicious and affordable meals.
- **Cook more meals at home.** Cooking more meals at home is a great way to avoid fast food. You can control the ingredients and the portion sizes when you cook at home.
- **Talk to your children about fast food.** Help your children understand the dangers of eating fast food. Teach them how to make healthy choices.

Fast food marketing is a powerful tool that is designed to make you buy junk food. However, you can fight back against fast food marketing by being aware of the marketing tactics that fast food companies use, making healthy choices, cooking more meals at home, and talking to your children about fast food.



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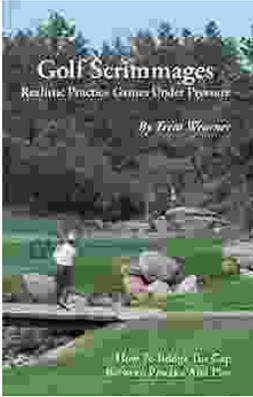
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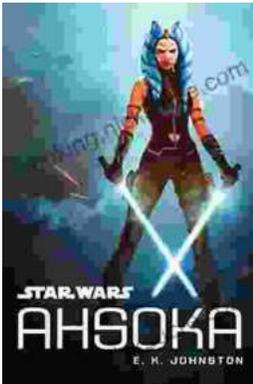
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