

# Analyzing Stylistic Choices

Good Food/Bad Food



**Take out your  
readers and open  
to page ( )**

**Take out a piece  
of binder paper &  
title it “Analyzing  
Stylistic Choices”.**

# Directions

The choices writers make when they choose words create certain effects for their readers. Bittman has included words and phrases that you might not expect to find in a serious proposal. Look at the following words and phrases, and explain why he used them and what their effect is on you, his reader. **You will need to refer back to the article to complete this activity.**

# #1

“(Yes, it’s SAD.)” (par. 1)

What does SAD mean? Why does Bittman put this sentence in parentheses?

## #2

“Rather than subsidizing the production of unhealthful food, we should turn the tables and tax things like soda. . .”(par. 5).

What does “turn the tables” mean? Why does Bittman use this phrase?

# #3

“We could sell these staples cheap—let’s say for 50 cents a pound—and almost everywhere. . . .” (par. 8)

Why does Bittman say “let’s say for 50 cents a pound?” Why does he set this off with dashes?

## #4

“Though it would take a level of political will that’s rarely seen, it’s hardly a moonshot.” (par.19)

What does “it’s hardly a moonshot” mean? Why does Bittman use these words?



## #5

“To counter arguments about their nutritional worthlessness, expect to see ‘fortified’ sodas . . . and ‘improved’ junk foods.”  
(par. 24)

Why does Bittman put quotation marks around “fortified” and “improved”? What is the tone of this sentence?

## #6

“First off, we’ll have to listen to nanny-state arguments. . . .”

(par. 25)

Why does Bittman use “we” in this sentence? How could you rewrite this sentence to make it sound more formal?

## **Turn to your neighbor...**

Discuss the following question. Write your response down, I will be calling on a group to share out.

Now lead a class discussion on the effect that Bittman's choice of language has on the students as readers. Is he completely fair and objective, or is he trying to appeal to your emotions?

**Make sure your  
name is on the  
paper and pass to  
the front of the  
class.**