



# Fat or Fad?

## Investigating Diets

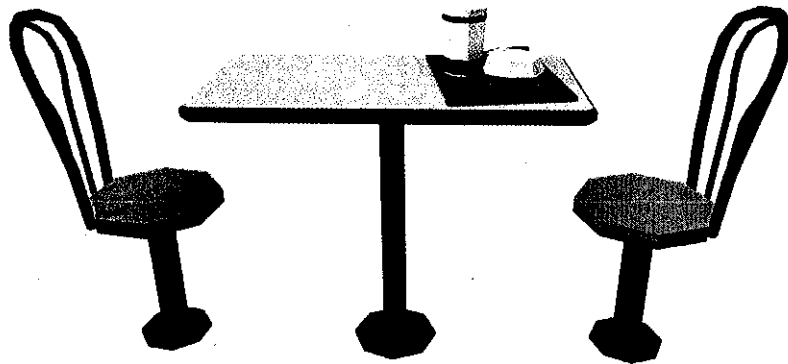
through several mediums



with Lauren Lee

Dr. Gingrich's 6<sup>th</sup> Period  
05/20/2016

# Table of Contents



Title Page .....	1
Table of Contents .....	2
Preface .....	3
Magazine Cover and Spread .....	4, 5
Explanation .....	6
Resume .....	7
Explanation .....	8
Obituary .....	9
Explanation .....	10
Journal Entry .....	11
Explanation .....	12
Works Cited .....	13

## Purpose:

I have always been fascinated by the social implications of weight and health. This portfolio was designed with the intentions of discovering why and how people diet. Clearly, there are safe ways to lose weight. However, my research has been focused in on the people who don't do things safely. The increase rate of fad diets indicates the issues of self-worth that are seen in America. It is especially apparent among social media site that there is an ideal image that the majority strives to become. I understand the feelings of wanting to look like another person. Now I wanted to find out how to look like someone else, and what I took to change the body quickly.

In my time looking up information, I found out a lot about the human diet that I had never seen before. Even after year after year of health, I had never a lot of what I learned. I saw pictures of people that had undergone extreme weight loss, and have eating disorders that have crippled them from life. It is amazing how food and perceived pressure from the outside can ruin a person.

The world can be a cruel place, but for some reason arbitrary rules must still be followed. I know that I'll cease to believe the claims of instantaneous results and drastic differences. Hopefully over time the world will care less about how everyone looks, and everyone will accept who they are and what they look like.

I tried to have my multigenre piece have a variety of implications of fad diets. I wanted to get the view of the advertisers, the purpose of diet food, the impacts of fad dieting, and the mindset of kids who strive to lose weight.

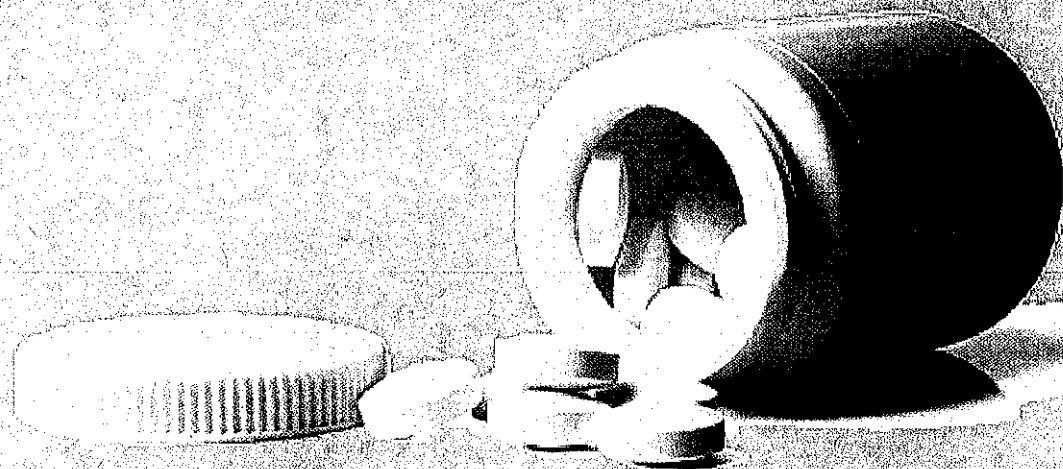
⊕ INNOVATION SECTION

# BETTER, FASTER, AND STRONGER

*By Jared Fintterstein*

...the most effective way to lose weight is to eat less and exercise more. ...

**There is a way to lose weight quickly.**



## Meet the Burn Pill:

If you feel self conscious about your weight, then there is a solution. The makers of 20 Minute Workout have come up with a new formula that slows down weight gain while allowing for normal eating.

Celebrities such as Kris Kardashian and Chris Christie have been quick to praise the pill. Others have tweeted out their support for the innovative new drug.

The pill can just be dissolved in water and the drinken in order to make the absorption quick and painless.

**"I have never felt  
more beautiful  
than after I have  
had one of my  
Burn Pills"  
- Jennifer Aniston  
(@TheJenAniston)**



## Explanation:

This Magazine Spread demonstrates how Fad Diets are sold to consumers. Bright colors, loose facts, and celebrity endorsements are used to sell products. An increased issue in American news is the added amount of native advertising. Native advertising occurs when news outlets disguise advertisements as actual news. As consumers are better able to avoid ads, news agencies rush to find ways to get the money and the attention to sponsored products. By twisting an ad into news or an article, the magazine causes the audience to think that the product is legitimate.

The Burn Pill doesn't actually exist, but plenty of other diet supplements do. They promise crazy results very quickly and rely on social media connections with celebrities to get them customers. I used the idea of native advertising and celebrity endorsement to create a realistic ad for pills. I made sure to have direct quote and good graphics as clean design is a requirement for a magazine. Advertisements always have simple but direct speech that appeals directly to a chosen audience. By using bold and intense adjectives, I worked to maintain the environment of an ad. Companies don't care about the safety of their products; they just want the financial gain. Burn Pills have exaggerated claims but an extended appeal. This is how the advertisers work to get Fad Diets to sell.

# Celery

## The Healthy Food



---

### Skills

---

### Celery

Celery Ave S  
Foodville, FL 32220

1-800-CEL-ERY  
fresh\_food\_freak@vegetables.com

---

Negative calories, great with a spread, I am very skilled as acting as a texture without adding too much taste. I am easily accessible all throughout the world, and I am a real team player in a dish. I have vitamin C, flavoids, and some other nice antioxidant nutrients.

---

---

### Experience

#### Snack / Healthy Alternative

KINDERGARTENERS - 5TH GRADE, ELEMENTARY SCHOOL

I acted as a quick and easy snack for parents to stuff in their kids' lunchboxes. Sure, I was usually thrown away uneaten, but at least I was bought.

#### Eating Disorder / Stomach filler

13 YEAR OLDS - 19 YEAR OLDS, HIGH SCHOOLS

I have been able to help hide the severity of kid's horrific habits. They record me in their diaries and use me to disguise the fact that they need help.

#### Wrestlers / Weigh In Assistant

15 YEAR OLDS - 25 YEAR OLDS, HIGH SCHOOL AND COLLEGE

If they need to lose weight before the meet, I am the only food for wrestlers. They do have to be conscious of the water weight though.

---

---

### Education

#### Vegetable University/ Architecture

I learned how to build texture and context to foods as I got a degree in Architecture. My job has always been to help others by building them up. I'm an essential item to really bring about the life of a dish.

#### minor: European History

I was born and created around European marshlands near the Mediterranean. It was fitting to study and investigate how I was created and the region I grew up in.

---

---

### Awards

Healthiest Food according to Life Magazine

Most Low-Calorie Vegetable according to BonAppetit.com

Best Addition to Tuna Fish Sandwiches according to Lauren Lee

Crunchiest Food according to @celmates

## Explanation:

For the second item of my multigenre project, I created a resume. This resume is for the vegetable, celery, and acts to characterize a common health food. A lot of food has different ideas that follow it around. Celery is normally seen as a texture additive by chefs, and so I made sure that that was an element of the resume. It was shown that celery can also be viewed as a weight loss assistant too. I also wanted to show how people eat certain food for certain reasons. Under the column labeled "employment," I listed ways that celery is used in the diet of growing kids. I wanted the audience to see that while certain foods are looked at one way, they have different purposes.

I also included awards that the food may receive to show that even simple foods can have different responsibilities. Common food items are ignored in favor of flashier products, but the kitchen wouldn't be the same without them. The skills section of the resume was filled to mock an actual employee who brags about their skills and even exaggerates them. For instance, celery doesn't actually have negative calories but has 6 calories per stalk. The nutrients in celery are also minor too. My intention was just to show an audience that food isn't an enemy, but society meddling with food is.





**Jenna Matthews**

July 6th, 1998 - September 20th, 2015

**"The song is ended, but the melody lingers on...  
-Irving Berlin"**

Jennifer "Jenna" Matthews died unexpectedly in her bed on September 20th, 2015 in Rome, GA at the age of 17.

Jenna is survived by her parents, Clyde and Averie Matthews, and her siblings, Arthur and Maxwell Matthews.

Jenna was born on July 6th, 1998 in Rome, GA to Clyde and Averie. She attended Rome High School since 2012 with a deep interest in Spanish and other cultures. She was involved in the National Honor Spanish Society and the Interact Club.

Jenna was accomplished at ballet and often danced at the Highland Theatre along with older girls from the nearby college. She was a dedicated individual who loved to serve and who was passionate about changing the world. She was an active and dedicated member of the Catholic Church, attending St. Francis, and she often volunteered at the Atlanta Soup Kitchen.

A funeral is scheduled for September 27th at St. Francis Catholic Church, with a reception to follow at Anderson Funeral Home. Father Grant will officiate the ceremony. All are welcome to attend and celebrate Jenna's life. In lieu of flowers, please send donations to the Eating Clinic at 2354 North Spring Street. The family would like to thank the Eating Clinic for their care. Unfortunately, Jenna's strength failed and she succumbed to her anorexia. We hope that Jenna will be remembered for who she was and not what she suffered through. We love our daughter and will miss her forever.

## Explanation:

For the third element of my multigenre project, I created an obituary for a girl who battled with anorexia. Eating disorders are especially concealed by parents as they indicate bad parenting. Unfortunately, the phenomenon needs more attention as parents aren't the only factor. Social pressures cause children to have a flawed image of themselves. The idea behind the obituary was to show that a perfectly involved kid who is well rounded can still be ruined by the world around them. Everyone has people around them who care about them. It is a harsh world that causes people to forget that.

Most obituaries don't tackle the actual cause of death of a person. Even so, rumors spread and eventually the truth comes out. If people were more direct about talking about how they've lost people due to anorexia, bulimia, or other circumstances, then maybe the severity of such issues wouldn't be so undermined. My best friend's little sister's best friend had anorexia. The sister watched for months as her friend got skinnier and skinnier and didn't eat. They were in eighth grade and Olivia (the sister) wasn't sure what to do. The parents didn't seem to notice their kid deteriorating. Eventually, Olivia and some other girls went to the school counselor because they knew something had to be done. The anorexic girl fought all throughout the subsequent year to get better. Even now, she still posts on Instagram about her insecurity. People need to be willing to get kids help, before it is too late. Obituaries like this are sad.

## Diary Entry #78

<b>Food</b>	<b>Calories</b>	<b>How I feel</b>
<b>3 Cherry Tomato</b>	<b>15</b>	<b>Tired</b>
<b>2 Cubes of Cheddar Cheese</b>	<b>85</b>	<b>Tired</b>
<b>8 Pieces of Celery</b>	<b>6</b>	<b>Tired</b>
<b>1 Slice of Whole Wheat Bread</b>	<b>128</b>	<b>Bloated</b>

*It is day nine of the diet I read about in Seventeen Magazine. Essentially, you can eat however many tomatoes, pieces of celery, carrots, and broccoli but then only a few cubes of cheese and one slice of bread a day. It mentioned meat but I'm a vegetarian so I am ignoring that.*

*I don't feel so well. My mom said that I fit better in my Easter dress, but I feel faint all the time. I've lost 8 pounds so far.*

*I have added a strict regimen of exercise too. So far today, I have run a mile and a half on the treadmill. I have done 15 pushups and 36 sit ups. I am really tired though. I am going to go to bed.*

*I have homework to do but I really don't feel up to it. I know that my grades are going to suffer but I think it's worth it. Paul's party is in three days and that means I need to wear and look good in a bikini. I hope that I've lost more weight by then.*

*This diet works well even if I am struggling through it. Will continue to update regularly, I hope.*

## Explanation:

The fourth and final piece of my multigenre project is a diary entry of a girl who has just begun a fad diet. Some things should stand out right away. For one, the girl has a log of the food she has consumed and the calories associated with each. I based this entry off of an article I read about a woman who had struggled with eating all throughout her childhood. The woman talked about how she would jump from diet to diet and recorded all the information about how her body was feeling and what she had done that day. The calorie counts in my entry should show how similar fad diets can be to fasting. People have low caloric intake and often there is also very little variety among the food or drinks that are recommended.

There is also an element of ignorance in the diary as the girl talks about leaving one part of the Seventeen magazine diet out. However, by not having meat, the girl's health will be compromised. A balanced diet is required for healthy function. There is no reason to give up a safe diet in favor of risky weight loss.

I wanted to include an element of parent expectation too. Minor comments by parents can quickly reinforce negative behaviors. The other quips about wearing a bathing suit also show the scrutiny that women's bodies go under. Females are expected to expose every area of themselves but also not show any flaws. This is impossible.

As health goes down, so do grades and other important facets of life. Energy is vital to keeping up a will to live. There is a strong correlation between eating disorders and depression because they have symptoms of exhaustion and decreased involvement.

## Works Cited

- "Celery." *Celery*. George Mateljan Foundation, n.d. Web. 15 May 2016.
- "Celery: Health Benefits & Nutrition Facts." *LiveScience*. TechMedia Network, n.d. Web. 15 May 2016.
- "Eating Disorders." *NIMH RSS*. National Institute of Mental Health, Feb. 2016. Web. 12 May 2016.
- Fetters, K. Aleisha. "14 Fad Diets You Shouldn't Try." *Health.com*. Health Magazine, n.d. Web. 10 May 2016.
- "14 Keys to a Healthy Diet." *Berkeley Wellness*. University of California, Berkeley, n.d. Web. 13 May 2016.
- "Information about Fad Diets." *Fad Diet Dot Com*. N.p., n.d. Web. 15 May 2016.
- Strong, Debbie. "The 10 Most Famous Fad Diets of All Time." *EverydayHealth.com*. Everyday Health, n.d. Web. 12 May 2016.
- "Types & Symptoms of Eating Disorders." *NEDA*. National Eating Disorders Association, n.d. Web. 13 May 2016.