**DOUBLESPEAK MENU**

Your corporation has just purchased a small restaurant that had a failing business. Your research discovered that the problem was not population base but that the menu was too bland and boring and the restaurant had been using ineffective advertising. You intend to serve the same food. But, by using some creative advertising and doublespeak (euphemisms, inflated language, emotion and half-truths, etc…) in your menus, you will change the perception of the menu and restaurant.

1) Name your new restaurant and develop a theme. (For example, mine is a Wild West theme.) No objectionable, inappropriate, or already in existence names!

2) Create a menu in Microsoft Publisher using **doublespeak names** for the food and **doublespeak descriptions** of the food items.

(Bronco Burger – a tasty slab of prime beef grilled to perfection on an open fire, topped with our secret flaming Wild West sauce and smooth and creamy melted cheese and served with a heapin’ helpin’ of our deep-fried potato critters on the side.)

Again, no objectionable, inappropriate, or existing names.

**You must have on your menu: one appetizer, one salad, two entrées, and one dessert.**

***\*UNDERLINE or HIGHLIGHT all uses of doublespeak on your menu.***

3) Design an ad in Microsoft Publisher for the local newspaper advertising your open house. The ad must use one of the propaganda/advertising techniques we have studied (bandwagon, avant-garde, fact and figures, testimonial, transfer). Be sure to include your theme and highlight a specialty menu item – the thing you will become famous for. Include hours open and the location.

***\*IDENTIFY & EXPLAIN your use of propaganda on the back of your ad.***

Each group will present its restaurant and menu to the class!

Menu Rubric

\_\_\_\_\_5 pts—Name—

\_\_\_\_\_5 pts—Theme—

\_\_\_\_\_10 pts (2 each)—Doublespeak names for menu items

* 1 Appetizer –
* 1 Salad –
* 1 entrée –
* 1 entrée –
* 1 dessert –

\_\_\_\_\_40 pts (8 each)—Doublespeak descriptions for menu items

* 1 Appetizer –
* 1 Salad –
* 1 entrées –
* 1 entrée –
* 1 dessert –

\_\_\_\_\_ 15 pts (3 each)—Ad that includes:

* theme –
* specialty menu item –
* hours open –
* location –
* propaganda –

\_\_\_\_\_ 10 pts—Type of propaganda used and explanation on back

\_\_\_\_\_15 pts—Professional look of menu—readable, colorful (if possible), has pictures, properly formatted and easy to read

TOTAL POINTS \_\_\_\_\_\_\_\_\_

**WORKSHEET:**

ENTRÉES—Describe the main dish—it’s texture, the seasonings/flavors used, the way it is cooked, the portion size, etc. Describe the sides that are included—flavors, textures, portion size, the way it is cooked, consistency, etc.

APPETIZER—Describe the food using textures, flavors, the way it is cooked, size, etc. for ALL parts included on this dish.

SALAD—Describe the vegetables, condiments, dressings, etc. using texture, flavor, temperatures, size, how it is served, etc.

DESSERT—Describe the ingredients, textures, flavors, consistency, size, how it is served, etc.