Satire Assignment Structure – Example

The lead-in:

Are you tired of high gas prices?

Are you spending more for your tank than you are for groceries?

Do you find yourself cutting back medical care, because gas takes so much of your paycheck that you can't afford to see a doctor?

Captures reader's attention because they recognize that the problem is real – just like the starving children in Ireland were real.

The delayed solution (the tease): (*section outlines features of the REAL problem*)

We have a solution that will save you money, and stick it to the gas companies in the only place that hurts: their pocket books. *(Gas companies only care about money).*

Our proposal means that you will no longer have to pay excruciatingly high rates at the pump just for the pleasure of watching Exxon-Mobil make another $10 billion in profits in the next three months. *(Gas companies have seen record profits due to price increases).*

The benefits: (*section highlights the TRUE depth of the REAL problem*)

The average American household spends $368 a month on gasoline, compared to just $173 two years ago. For that $368, in one month you could:

- ✓ Buy a round-trip ticket from New York to Los Angeles.
- ✓ Eat more than a dozen dinners for two at Applebee's.
- ✓ Take home two 16 GB iPod nanos.
- ✓ Get a cavity filled
- ✓ Pay for a mammogram

Shows how bad the problem really is to the average person. Includes serious things, but in a light-hearted tone.

By now, you must be asking "But what is this amazing solution to killer gas prices?"

Well, it's an easy one-step fix to a problem that is crippling the American family.

You simply have to…

Again, shows how bad the problem really is

Blow up your car!

That's right ladies and gentlemen!
The solution to your financial worries is at your finger tips. It's as simple as stuffing a gasoline-soaked rag into your gas tank and lighting a match. In less than 60 seconds…

BOOM!

And your financial worries are over!

But wait there's more!

The solution is absurd, which reflects how absurd the situation really is in the first place.

We at the Kill-A-Car Save-A-Life Foundation know that there are tremendous benefits to not having a car in this, the most vehicle-dependent nation in the history of the world.

Think of it! No more:

- Pesky telephone calls from neighbors asking for urgent rides to the hospital! You can relax.
- In fact, when a loved one is sick or injured, you won't have to worry about getting them medical attention, because you won't be able to! Think of the relief of not driving!
- You won't be able to get groceries either, an incredible financial savings to you.
- And you won't be able to get to work, but just imagine the hours of leisure time you will now be able to enjoy!

So remember, when gas prices get you down:

Don't blow your top. Blow your tank instead!

Sponsored by the National Kill-A-Car Save-A-Life Foundation

*Call **1800 Kill A Car** for more information. Call today!*

Again – the so-called benefits highlight the desperate nature of the problem itself.

SOURCES: http://preaprez.files.wordpress.com/2010/09/exploding_car475b9884-1ef2-49b3-898cc91da79ad0d1large.jpg
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