

Onion Analysis Essay

Flashy colors and bold catch-phrases, a cheap product and a smiling man with a cunning eye. Advertisements are made to draw in consumers to buy things they don't need to give their money to a CEO they don't know. In The Onion's article, a satirical approach is taken to demonstrate how marketers extravagantly display their product to consumers to manipulate them to buy their product.

Initially, The Onion proposes (lines 1-26) the product with great sarcasm. The article articulates the dramatized, punchy language that marketers often use. The product is proposed to be this "exciting new MagnaSoles shoe insert" that is the superhero for "stressed and sore-footed Americans." The word choice is clearly ostentatious to show how desperate marketers are to sell something as simple as a foot insole by making it seem as though your life would be miserable without it. The article then goes further to show how eager these people are to sell, quoting "Dr. Arthur Bluni, the pseudoscientist." This fake doctor advocates a slur of unsupported benefits of the product, saying it can "harness the power of magnetism to properly align the biomagnetic field." The Onion wanted to humorously ridicule how marketers will use fake doctors and fancy words as a mirage to their actual product. Adding to the mirage, the article articulates that all of this is just "scientific-sounding literature" that is using "semi-plausible" evidence. Using these satirical terms the Onion is able to mock the marketers more than they would if they just said "they're making stuff up."

Moreover, The Onion embraces (lines 27-51) the flamboyant nature of marketers to expose their absurdity. The article wanted to show how frivolous ads can be, dropping a cheesy pun that "Magna Soles go several steps further." This frivolously is accentuated with the guru claim that this product uses the "healing power of crystals to stimulate dead foot cells with

vibrational biofeedback.” The pun, and the mystical claim set marketers strategies as buffoonery. The article goes further to mock their desperation, using the punchy- “brand-new” “cutting-edge”- language along the way. The article emphasizes the spurious claims often made by marketers, for they are all based off of “the nation’s top pseudoscientists,” in other words it’s all made up. The Onion chose to prove their fabrication in an extravagant manner to mirror the marketers, and expose their deceitfulness by mocking their ill usage of science. The Onion continues to mock marketers aimless use of science and doctors, by quoting another pseudoscientist who declares that these insoles have “special resonator nodules” that “convert the wearer’s own energy to match the Earth’s vibrational rate of 32.805 kilofrankels.” The article hilariously articulates the nonsense with over the top phrases and made up scientific sounding words and random numbers, that all add up to mean nothing.

Finally, The Onion exposes (lines 52-69) the mendacious marketers’ intentions of the marketers. Often, people are paid to support a product, and The Onion ridiculed this as a manipulative and ridiculous way to sell to others. The Onion blatantly exposed customer reports as fake when stating the insole product as being “released less than a week ago” and a customer who magically healed because of this product “after wearing MagnaSoles for seven weeks.” The obvious timeline discrepancy was used for The Onion’s point that marketing is all about the sell, but not about the facts. The so-called customer then stated after this misconception of facts “Try to prove that MagnaSoles didn’t heal me!” Which is a clearly ironic statement for they just proved it themselves that there’s no way these one-week old insoles could have possibly healed someone who claimed to have been using them for seven weeks. Another false advocate put the real meaning into the light. A man named Geoff with supposed “chronic back-pain,” ironically questioned why he should pay “thousands of dollars to have my spine realigned with physical

therapy” instead of \$20 insoles. The hyperbolic statement that physical therapy would cost someone thousands, when in reality the highest it goes is a few hundred, is a clear persuasion tactic that The Onion wanted to expose for they use it as a means to make money themselves.

The Onion’s article criticized marketers' deceitful and greed-based tactics as foolish and superfluous. Cheap plastic, hazardous ingredients, pseudoscientists, and a willing dollar all make the marketing world go round.