

Movie Review

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The film/documentary titled "Super-Size Me 2: Holy Chicken," by director Morgan Spurlock aims to highlight that there is another side to the fast-food eating issue. When the first "super-size me" movie opened in cinemas, customers were more gullible than ever before about the risks of fast food. Despite his best efforts, it is now clear that he may be facing an almost insurmountable obstacle. Ultimately, it is determined that Spurlock will open his own fast-food joint. It seems to be a sound idea on the surface. As an added bonus, it gives him a fascinating way to demonstrate how, say, a chicken sandwich with grill stripes is made. In "Super-Size Me 2: Holy Chicken," Morgan Spurlock analyzes the claims made by the fast-food industry that their food is both healthful and organic. According to him, farmers are being hurt by the vertically integrated chicken industry in his nation. Morgan Spurlock's inquiry into "Big Chicken" and the concept of "healthy eating" is the center of the film.

"Super-Size Me 2: Holy Chicken" is targeted at those who consume chickens and are seeking for organic meals that are excellent for them. Chicken is the most popular meat in the United States. In 2017, the United States devoured an average of 48.8 kg of chicken per person¹. Tyson Foods Inc. with sales of 38 billion dollars is one of the fastest-growing poultry businesses in America, with an 11% growth in economic output due to the rising demand for chicken products from companies like this one². In the United States, a poll by the CDC found that more than a third of Americans eat fast food every day. Nearly half of those aged twenty-five to thirty-nine regularly eat fast food¹. Between the ages of 40 and 59, this number dropped from 40% to 37%, and 24.1 percent between the ages of 60 and 69¹. Most of this film is geared for Americans who like eating chicken or fast food, as shown by the demographics in the trailer.

Spurlock examines the fast-food industry in two ways. The documentary shows how fast-food chains and financial institutions trick customers into thinking they're eating healthfully. Holy Chicken is the name of Spurlock's fast-food restaurant, which serves chicken. In Columbus, Ohio, the product made its debut, and he was instrumental in creating a menu

that included crispy chicken sandwiches. The ultimate objective is to open a chicken fast food joint. This is an illustration of his ethos, which is shown through the founding of the restaurant.

"Super-Size Me," which was nominated for an Oscar, further enhances his image. Book Super-Size Me details the results of his thirty-day McDonald's fast food experiment³. It takes less than a minute for the TV host to begin discussing the film with the audience. He's a director, producer, actor (nominated for an Academy Award), and screenwriter, so chances are you've heard of him (also nominated for an Academy Award). Spurlock employed this strategy to link his current documentary to the success of Super-Size Me, which he had previously done. Instead of eating fast food himself in the current documentary, however, Spurlock serves it to others⁴. Throughout the process of creating his chicken fast-food firm, which he claims to be fully honest in terms of ingredients and objectives, they were there to document it all. As a consequence, logos that are shown in front of a camera grab the attention of viewers since they may put their faith in what they see.

Initially, Spurlock used some chickens to construct a chicken farm to show his audience what they are getting. he establishes a farm to grow them When asked about his farm, he said it was organic. US poultry industry profits are safeguarded by a powerful five-company coalition. "Huge Chicken," a metaphor coined by filmmaker Morgan Spurlock to describe the chicken industry, is used to illustrate the monopoly of five large corporations over the supply of live food to farms⁵. So when he asked about beginning a farm, there was a lot of pushback. In this instance, resistance is a cry for compassion. He was saved by the largest independent hatchery, which provided him with about 2,000 broilers.

The film was made in the old-fashioned way. It's all about his look when the camera zeroes in on him. The game's vibrant colors and engrossing music reflect his sense of comedy and compassion. A mixture of lightheartedness and seriousness permeated the film's tone. An

angry farmer he was talking to complained that the compensation system in place had made it possible for him to join the big corporation as a worker. Having a heart attack or being unable to stand is very rare for Spurlock chicks. In these agricultural scenes, people are touched since they are unable to distinguish any harm being done to the animals. Aside from explaining how happy hens don't become fat, he also discussed the plight of farmers who aren't allowed to modify the living conditions of chickens (such as fresh air and sunshine)⁶. It had a tremendous, exaggerated appeal when the chicken farmer got involved in a lawsuit against a large number of persons and forced them to pay their expenses for free. The goal of Spurlock's film is to create an emotional reaction by invoking feelings of loss and pain. His kid would not be able to inherit the family poultry farm and Buttram broke down in tears.

Every scene in the film is tinged with sadness. As he races to the hatchery to collect a shipment of specially bred broiler chicks, we observe Spurlock stumbling and falling behind. During their seven-week life, six of them were dead by the time they were done. That the words on the carton of food were useless is what he tries to prove. He has the right to call his hens "cageless" despite the fact that broilers have never been raised in cages and seem to have never lived in a large house with no windows. Since it is illegal to deliver hormones to birds, another useless designation would be "hormone-free" ⁶. There's nothing to stop someone from slathering it all over the package. The effect was that instead of simply stating that the bird feed included pork, Spurlock referred to his flock as "vegan" and "organic.". He contends that the FDA's definition of "free-range" is meaningless. To keep the chickens from wandering too far from the horse gate, Spurlock used a little horseshoe-shaped handle. To win over his audience, Spurlock utilizes the handling of chickens as a rhetorical technique. Words like "organic," "cageless," and "100% natural" pique the interest of his audience.

The unusual logo of this fast-food restaurant reflects the particular brand identity of the company. There are pictures of the industry's sorrow and pain-inducing realities all around this

restaurant, and it is a test for him. The chicken was grilled incorrectly. Grill marks can only be made using charcoal. He had to clarify even the most common meals, such as family style, organic, and free-range chicken, so that he could put them in perspective. During his address, he referenced "Big Poultry," an industrial giant that has been manipulating American chicken farms in order to increase profits. He conducted a fact-finding mission into the agricultural industry with the help of Buttram⁴. Buttram's family farm in Alabama was penalized, he maintains, for cooperating with Spurlock and delivering what they believed was the key to dirty chicken (Chang et al). The film's analysis of America's near-monopoly in the running of poultry farms relies heavily on emotional appeal. The documentary uses Jonathan Buttram as a case study to elicit strong emotions from viewers.

Logos were often used by the filmmaker to depict the progress of chick growth in poultry scenes. Upon opening the door, Spurlock inquires about the farm's hens, where he generally keeps his own. A rooster may be lurking nearby. Because of their size, birds are unable to engage in any kind of activity. Because organic food does not include genetically modified ingredients such as corn, Spurlock's poultry would never consume any natural food if he fed them that way³. For Spurlock, the Big Chicken monopoly profits at the cost of small company owners, and he intends to establish this.

While customizing, Spurlock discussed his goals, objectives, and sources of inspiration with members of the public, members of the advertising profession, and industry experts before approaching the agency's management to develop a strategy. To illustrate his argument, Spurlock doesn't only depend on exaggerations and generalizations; he also makes extensive use of comedy, animation, and slideshows. He traveled to fast-food restaurants in Columbus, Ohio, the American test market's capital, in order to analyze the competition and seek for potential real estate. Debut time since his first film *Super-Size Me*, he brought his camera to

McDonald's. To make *Supersize Me 2* a successful film, Morgan adopts an explicit and rhetorical style with rigorous editing and the usage of animation.

Even if one does not care about fast food at all, "*Super-Size Me 2: Holy Chicken*" is sure to keep one entertained. He establishes a chicken farm with the help of Buttram and his kid. Persuasion techniques were used by him to explain that the food we eat and the American agricultural system have their own challenges. Pathos, in contrast to ethos and logos, is given more weight. Using editing and animation, he was able to communicate effectively with his audience. Filmmakers like Morgan Spurlock have been able to elucidate the inner workings of the fast-food industry owing to their work.

End Notes

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