

Christopher Nazario

October 16th, 2019

English 21003

How a NY Times Article Convinced Me to Try CBD

Dawn MacKeen constructed an excellent article in explaining what CBD is and its current stance in the scientific realm. However, the article titled “What Are the Benefits of CBD?” discusses more than just the benefits and gives its readers the opportunity to discern whether this is a chemical worth inquiring about. She does this by breaking the article up into seven sections giving the readers a stereoscopic view of CBD relative to the trends in our current time.

MacKeen’s Introduction Pulls the Reader In

Numbers don’t lie! The article starts off informing readers that the CBD industry is flourishing so much that by 2025 it is projected to hit \$16 billion. This huge number is a sure way to show the importance of this drug and why it is being talked about so much. She then goes on to list some celebrities that have taken the drug for various reasons listing popular names such as Kim Kardashian West and Martha Stewart.

MacKeen’s Subheadings Provide Us All the Information We Need to Know about CBD

The subheadings are titled as questions relating to CBD and the major speculations around the drug. Considering that CBD is a new drug that has taken the health and wellness industry by storm, she does an amazing job at adequately informing readers by using questions. For example, the subheading titled “Does CBD help sleep and depression?” talked about how CBD may not help with sleep but may help with depression as seen in animal studies. However, more studies need to be conducted in humans. Almost every subtitle begins with a question that is consequently revealed.

MacKeens Takes a Neutral Stance

The choice of words and tone used in this article indicated that this article was written to inform the public about CBD. She uses multiple opinions from top researchers in the field to discuss the topic at hand. In essence, it leads the reader to make their own choice on whether CBD is something they would try or shy away from. It also indicates that there is no competing interest funding her to say only good or only bad things about CBD. Overall, she does a great job at informing the reader while also giving them the chance to take their stance on this new drug.