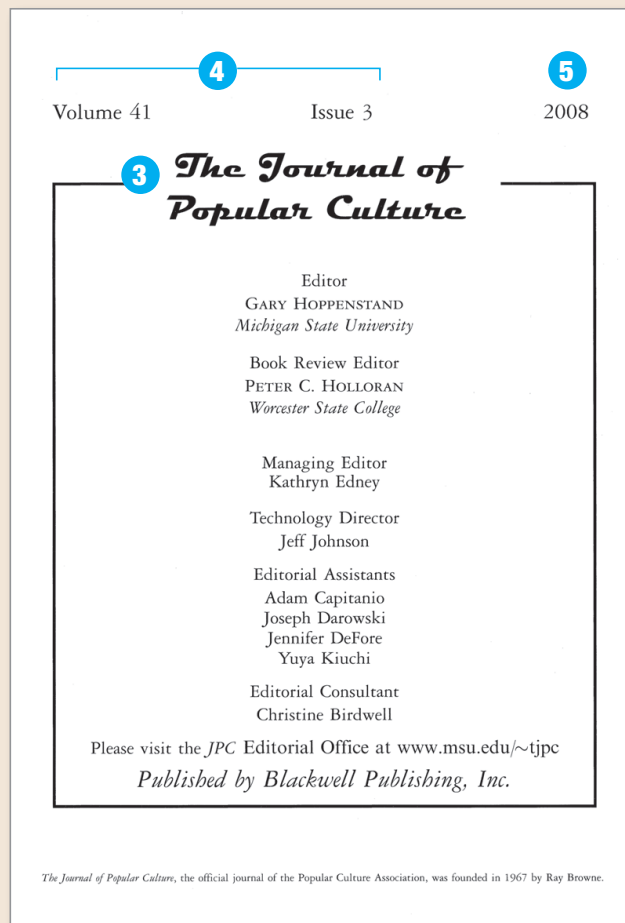


Citation at a glance | Article in a periodical (MLA)

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| 3 | Title of periodical | 7 | Medium |
| 4 | Volume and issue number (for journal) | | |



(continued)

Source: Hacker/Sommers (Boston: Bedford/St. Martin's, 2010).

This model follows the style guidelines in the *MLA Handbook for Writers of Research Papers*, 7th ed. (2009).

FIRST PAGE OF ARTICLE

2 For the Love of Joe: The Language of Starbucks

1 CONSTANCE M. RUZICH

EASY CHAIRS, QUIET JAZZ, AND CAFFE LATTES: STARBUCKS' COFFEE SHOPS have become America's public living and dining rooms, or as company founder Howard Schultz describes his stores, "an extension of people's front porch" (Serwer and Bonamici). As of January 2004, there were over 7,500 Starbucks locations in 28 countries (Serwer and Bonamici), and based on company predictions, some believe that "The number of Starbucks locations worldwide could someday rival the total of McDonalds' restaurants" (Bishop). This paper will examine the ways in which Starbucks' use of language appeals to more than our craving for caffeine. In his book *Bobos in Paradise*, David Brooks argues that the dominant tone of American culture has been set by America's new educated elite, or "bobos," a term meshing bohemians with bourgeois (11). Brooks notes that bobos have "combined the countercultural sixties and the achieving eighties into one social ethos"

3 The history of coffee production, consumption, and advertising has less to do with love, however, than with conspiracy, colonialism, and capitalism. The drink appears to have been brewed first in Ethiopia, and achieved widespread popularity in the Islamic world during the

4 5
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1 2
Ruzich, Constance M. "For the Love of Joe: The Language of Starbucks."
3 4 5 6 7
Journal of Popular Culture 41.3 (2008): 428-42. Print.