

Satire & Symbolism — “mcPemmican™” Analysis

mcPemmican™, a sarcastic critique of culture, was written by Marvin Frances, a Cree poet. McDonalds is a classic symbol of consumerism and genericism; it's something without rooted cultural identity. Frances contrasts this with Pemmican, critiquing the collision of capitalism and colonialism. He targets economic inequality, and sheds light on insincere treaties. mcPemmican™ critiques the link between capitalism and colonialism, referencing historical violence, and the commodification of Indigenous culture in lines such as “chase fast food off the cliff” (line 7), and “deer on a bun” (line 9). The poem's fragmented language mirrors the idea of broken treaties.

Link to Frances' poem here: <https://poetryinvoice.ca/read/poems/mcpemmican-tm1>