

Ammunation Radio In Store Commercials

In the popular game *Grand Theft Auto: San Andreas* there is a gun shop chained named Ammunition. Within the game there are various radio commercials for the Ammunition store that are simultaneously humorous, ridiculous, scary, yet not removed enough from reality. The Ammunition store and its customers are a composite of right wing NRA who believe the Second Amendment should allow the sale of any type of weapon and explosive to combat the Communist threat of a previous decade, liberalism, and of course to defend yourself and your home.

De-contextualizing these commercials from the game space and re-contextualizing them within society potentially may enable these satirical commercials to be more potent. Due to the fact that they are no longer confined within the game space that is typically associated with the imaginary. Rather it is addressing the world directly with its critique and is no longer hampered by the constraints and stereotypes of the game space.

The Republican National Convention would be an apt site for these commercials from *Grand Theft Auto* to be performed. Since they address issues regarding gun control, the military industrial complex, and the outmoded tactics currently being used in the war on terrorism without actually being directly opposed to the Republican Party's stances nor directly associated with activism or leftist ideologies. Rather the messages in the Ammunition commercials are undermining the positions of the Republican Party by agreeing with them to the point of excess and thus showing the flawed logics that are behind these positions.

An individual with a megaphone who is not visibly associated with the protestors should carry out the performance. Their demeanor should be similar to an enthusiastic Republican supporter. Below is a preliminary draft of the dialogue to be spoken.

We're the only gun store to let you try it before you buy it.

Need anti-tank missiles? We've got em. Flamethrowers? Oh yeah. No credit no problem. No money down. Ninety days same as cash.

Shoot now pay later.

During the 10 minute waiting period fire off a few rounds at the Ammunition gun range featuring face of famous Commi Pinkos.

Come by Ammunition to register to win an anti-aircraft gun actually used when we whopped Australia's ass.

This weekend is the Ammunition film festival with free screenings of the documentary, *Red Dawn*. Ammunition protecting your rights

God I sound like hot shit on that commercial. Feeling nervous? Welcome to Ammunition. Don't forget the Ammunition Endangered Species BBQ each Saturday.

Protect your home with our vaporize intruders miniature nuclear bomb.

Ammunation loves women too. For the female sports enthusiast or self-defense practitioner with big breasts, get two hand guns and a t-shirt that says, "Your about to get a good look at my other 44's."

Lady's tired of whistling construction workers? Next time whistle back with a high velocity rifle that'll splatter his brains all over the building site.

Freedom means the ability to defend yourself, whatever the cost.

Welcome to Ammunition you've made the smartest decision of your life; you've come to a gun shop. We hope you get everything you need to feel real manly and patriotic.

Don't forget to check out our selection of land mines, they're the gift that keeps on giving, year after year.

Mother in law being a bitch? Ammunition has the solution. Why not check out our selection of flamethrowers.

We've got a special on grenades. And if you're too fat and lazy to throw them, check out our grenade launchers. Pop it in, pull the trigger and boom you've blown in a hole in something.

Sign up today for your Ammunition frequent sniper card.

At Ammunition we don't need a background check. A wad of American currency, conflict diamonds or your daughter is enough.

Coming soon armor piercing bullets.

Ask our salesmen about every sportsman's favorite, the anti-tank missile. You don't need to clean the deer when he's already been minced.

The store leading the fight against communism is having a blowout sale. Ammunition has a wide array of peacemakers. Come by Ammunition on Militia Mondays and exercise your Second Amendment right and get 10% off all armor piercing bullets.

(Repeat)