

FARMFRESH VIDEO TIME

Due October 9, 2018

In this exercise you are going to use your critical eye and keen powers of deduction to suss out truth from fiction on the internet. I want you to find 2 food and agriculture related videos on YouTube to critically evaluate. You get to decide which two videos you pick. Honestly though, a more substantive video is going to be easier to write about. Your call though. You must sign-up for your videos by midnight of Thursday October 4 via the classroom [Google Sheet](#). No duplicates. First come, first serve. I want you to write a critical response using the criteria below. Grammar and presentation always count. Cite your sources. If you don't have sources, I can only assume you made this all up and we know that's not going to end well 😊. Quick tip, you are definitely going to want to bring in outside sources for this to frame your argument.

- Why did they make this video?
- What is the underlying narrative or story they are trying to tell? (Summarize, albeit briefly)
- Speak to the quality of research and underlying science. Is the work rooted in a science and fact? Or is it pure propaganda?
- What are the strengths?
- The weaknesses?
- Who is the target audience?
- Why is the video structured the way that it is?
- Why on earth did you pick this video?
- What did we learn about modern agriculture and food production from this?

Remember to include your name, title of the video, and embedded link in your paper as well. Critical responses do not rely on your feelings, but rather are meant to be logical, substantive evaluations.

A [decent guide to writing a critical](#) review from UCL