

PROJECT#1 INSTRUCTION SHEET

Background: You have watched a documentary entitled *Food, Inc.* in class. By exposing the comfortable relationships between business and government, director Robert Kenner shines light on the dark side of the American food industry. According to the film's official website (www.takepart.com/foodinc/), "Our nation's food supply is now controlled by a handful of corporations that often put profit ahead of consumer health, the livelihood of the American farmer, the safety of workers and our own environment." Many social issues, including **factory farming**, **food safety and government regulations**, and **low-income families and healthy food options** are presented and discussed in the film. From Kenner's interviews with Carole Morison, Barbara Kowalczyk, and the Orozco Family, you've been able to see the importance of these issues and have observed how each interviewee is associated with them.

Task: You will need to complete three tasks for this project:

1 Choose a topic/issue presented in Food Inc.: You should choose **one** of the topics/issues listed above. Examine the most serious/damaging problem related to the topic/issue, exploring possible causes and effects of the problem.

2 Write a mini annotated bibliography: Since you are required to refer to evidence from different sources (see Task 3 below), writing an annotated bibliography is excellent preparation for this project. By researching, reading and responding to a variety of sources on a topic, you'll start to see what the issues are, what people are arguing about, and you'll then be able to develop your own point of view.

3 Write a proposal: Based on what you've learned from Task 1 and Task 2, you will need to propose a solution to the problem, identify an audience for whom your solution might apply and research in the form of evidence to justify the solution. We will discuss more about how to compose the proposal in class as you continue to work on this project, but in the meantime, you should pay attention to three primary requirements for this writing assignment:

- The proposal addresses a problem described in *Food Inc.* and is written to an audience that might help you solve the problem. You should explain why the problem is important to you and how the problem affects you and your community. Also, you're strongly encouraged to choose a specific scholarly or professional community as the audience of your proposal.
- A justification is provided for the solution that you propose.
- At least 3 sources in your proposal are examples/quotes from an academic journal article; examples/quotes from an article in newspapers or magazines; and information from the film and the film's official website.

Specifications: At least 5 pages, 12-point font, double spaced. Works cited and annotated bibliography need to be in the citation style required for your academic discipline and are not counted toward the number of pages.

RHETORICAL ANALYSIS FOR PROJECT#1

(After you read the content in Project #1 Instruction Sheet, answer the questions below.)

ABOUT THE WRITER/ETHOS

- What is my purpose of writing this project? What should be this project's main idea?
- How should I present myself in my writing? Which part of my identity should I present in this project? What voice, word choice, tone and appropriate language should I focus on?
- How can I show myself as trustworthy and credible in my writing? What research activities should I do to improve my credibility to discuss the subject of this project?

ABOUT THE READER/PATHOS

- Who is the intended reader?
- What prior knowledge or background information does the reader need?
- How should I encourage the reader to adopt my points? How can I make my analysis more interesting and useful to the reader? What research activities should I do to achieve this goal?

ABOUT THE TEXT/LOGOS

- Which academic writing genre(s) is required for this project?
- What expectations does the reader have for this type of genre? What should be the appropriate and effective writing organization and format for this project?
- What major points/reasons should I present for this project? What evidence should I use to support my points/reasons? What research activities should I do to collect sufficient and convincing evidence?