**Analyzing the Influence of Media, Marketing, and Market Power on My Breakfast Choices**

**My Breakfast Meal:** Oatmeal, omelette, bread, and iced tea.

**Connection to Media and Marketing:**

* **Oatmeal:** My choice of oatmeal, beyond its taste and status as a staple in my breakfast diet, is influenced by marketing strategies that promote it as a healthy, wholesome, and quick breakfast option. Oatmeal brands often use health-conscious advertising to appeal to consumers looking for nutritious meals, leveraging claims of heart health and weight management which are effective marketing tools (Rupp, 2015).
* **Omelette and Bread:** These two simple but necessary ingredients for a protein-carb base meal are also easy to prepare and consume. However, the ingredients are also strategically placed in supermarkets to allow customers to browse through different aisles and possibly make additional, impulsive purchases (Rupp, 2015). The selection of these foods is also influenced by their well-known flavour and their function as a breakfast centrepiece, guaranteeing a fulfilling start to the day.
* **Iced Tea:** Choosing iced tea, especially branded ones, initially because it's sweet and easy to make but moreover involves influence through advertising that often highlights refreshment, flavour variety, and sometimes health benefits if it's a green or herbal tea, targeting those who seek alternatives to sodas and other sugary drinks. The refreshing taste of iced tea makes it a preferred beverage, complementing the meal with a cooling effect, especially in warmer climates.

**Influence of Marketing Strategies or Food Advertisements:** The influence of supermarket psychology is evident in how and where products are positioned. For example, the bread and eggs are possibly located in places that force a consumer to walk past many other tempting items, increasing the likelihood of impulse purchases (Rupp, 2015). Oatmeal packaging and placement also play a significant role, with eye-catching designs and health-oriented messages positioned at eye level to attract attention. As I consume a lot of social media as any other teenager, I can now see and analyze marketing strategies like online nutritionists recommending fulfilling your protein consumption for maintaining a healthy gym diet always including consuming eggs as it's a great source of it, and simultaneously they had paid promotion for an egg and meat delivery app.

**Role of Social Media and/or Food Influencers:** While social media might not have directly influenced my choice of oatmeal, omelette, bread, and iced tea in my breakfast, the general promotion of healthy eating trends on platforms like Instagram and Facebook can have a subconscious impact. Food influencers posting about the benefits of a hearty breakfast or showcasing aesthetically pleasing and health-focused meals can subtly influence daily meal choices, aligning with the broader trend of health and wellness that dominates social media food culture (Brown, 2021). I can relate to seeing a lot of influencer marketing about Quaker Oatmeal and I had a very strong image of that particular brand, so I ended up asking for its oatmeal at the supermarket.

**Connections Between My Meal and Large Food Companies:** The components of my breakfast are likely produced and distributed by large food corporations whose influence is seen in the market share they control. For example, the oatmeal brand I consume may be one of the few that dominate the market, benefiting from economies of scale and extensive distribution networks that smaller brands cannot compete with (Lakhani, Uteuova, & Chang, 2021). The bread and eggs might also be sourced from major companies that significantly influence what is available in supermarkets, reflecting the limited choice that appears as diversity (Lakhani, Uteuova, & Chang, 2021).

In Conclusion, Reflecting on the influences that shaped my breakfast choice today, it is clear that media, marketing, and the power of large food corporations play a significant role. From strategic supermarket layouts that guide my path through the store to social media trends that influence certain eating habits, these forces combine to shape not just what I eat but also how I think about food. The taste and familiarity of these breakfast staples are complemented by subtle marketing influences, making them a consistent choice in my daily routine.

**References:**

* Brown, J. (2021, December 6). How Food Influencers Affect What We Eat. BBC.com.
* Rupp, R. (2015, June). Surviving the Sneaky Psychology of Supermarkets. National Geographic.
* Lakhani, N., Uteuova, A., & Chang, A. (2021, July 14). Revealed: the true extent of America's food monopolies and who pays the price. The Guardian.