Midterm Proposal Example:

I'm interested in analyzing a food commercial that responds to the public's growing concern about the environment. I looked at several food ads that address environmental issues and narrowed it down to two: Budweiser's 2019 Superbowl ad and the older scarecrow commercial from Chipotle. I plan to build my presentation around the Budweiser commercial because it's newer and probably has a wider audience. I think it's interesting to think about how the beverage industry participates in food politics and what its target audience reveals about the public's fears and desires.

Budweiser Ad:

1. What is the ad attempting to convey about food?
2. Do you trust the ad? Why or why not?
3. What kinds of underlying assumptions about food are informing the ad?
4. How is the ad participating in food politics?
5. Is it playing on fears or desires already in place about food? Which fears? Which desires?
6. Consider the relationship between food ads and the public's attitudes or concerns about food. Explain your findings.

Chipotle:

7. What is the ad attempting to convey about food?
8. Do you trust the ad? Why or why not?
9. What kinds of underlying assumptions about food are informing the ad?
10. How is the ad participating in food politics?
11. Is it playing on fears or desires already in place about food? Which fears? Which desires?
12. Consider the relationship between food ads and the public's attitudes or concerns about food. Explain your findings.