

Food inc analysis essay



**ASSIGN
BUSTER**

In America, whoever has the big bucks dictates how things are run. With money, there is no limit to what can be done. According to the Youtube video, “ Food Inc. ” a perfect example of the desire for more is in the food industry. The narrator makes the argument that profit is put before the consumer’s well being, the legacy of the American farmer, workers safety, and our precious environment (Food Inc.) in many major corporations. I firmly believe that these corporations have put aside and have deliberately tried to hide the truth about how unhealthy the food they produce truly is for the American public.

The documentary “ Food Inc. produced by Robert Kenner and Eric Schlosser, takes an in depth look at America’s food industry and the terrible but completely legal way our food is genetically engineered. The purpose of this video is to shock the American public with clever filmography and facts about the food Americans consume everyday. The food industry is full of misconceptions. The youtube video, “ Food Inc. ” declares that the food industry is using deceiving images of agrarian America to sell their product.

Images such as lush green fields, picket fences, silos, and 30’s farmhouse, but as the narrator asserts, “ it’s the spinning of a pastoral fantasy”. In reality the food being consumed is coming from mistreated animals and large factories all over the country. As the video continues, images of your typical everyday supermarket are cleverly displayed giving the audience something they can relate too. “ There are no seasons in the American supermarket”. (Food Inc.) The narrator gives details on how we as consumers get to enjoy ‘ tomatoes’ all year round.

He states that they were “ grown half way around the world, picked when it was green and ripened with ethylene gas” (Food Inc.). This is meant to inform the audience that what they are eating isn’t what it seems. It definitely makes the viewer stop and think next time they are buying a tomato in the dead of winter. The music throughout is a clever choice. The video starts out in a happy major key, giving the viewers a sense of warmth and happiness as we see images of classic American farming. It quickly changes to a minor key, which to most humans gives a sense of mystery or darkness.

As the narrator gives shocking examples of how our food is treated, the music gets darker and has more of a curious tone to it. “ The industry doesn’t want you to know the truth about what you’re eating. Because if you knew, you might not want to eat it”(Food Inc.). According to the video, there is a curtain purposely put between the consumers and where the food is coming from. The narrator further asserts that if you were to look at where your meat or poultry was coming from, you would follow it back to a large factory, not a farm.

As the music begins to climax, images of large factories, assembly lines of chickens and beef, are shown as the narrator states how the product and even the workers are mistreated. “ The food has become much more dangerous in ways that are being deliberately hidden from us”(Food Inc.). “ Food Inc. ” effectively uses perfect amounts of imagery and music to convey its message that major companies are gaining control of the food industry which is contributing to our outrageous health problems and losses of generation old farming jobs.

There is a perfect balance of naratorial facts, clever filmography, and the correct choice in background music. I fully support the message of the video. The message related to me as a consumer because I find myself (along with most Americans) in the supermarket at least once a week. It has made me think twice when buying groceries. I have always known there was an argument within the food industry about genetically modified foods, but “ Food Inc. ” clearly displayed the atrocities and deception of the food industry in a way that is easy to understand for the American public.

“ Food Inc. opens up the hidden world of the food industry, uncovering what we as American have a right to know. The video ends with the image of men in buisness suits, ties and briefcases walking toward a large polluting factory with the narrator declaring, “ The companies don’t want farmers talking. They don’t want this story told. ” The video’s clever producing and editing gave it the appealing affect needed to capture its audience and convey the message that big companies are taking over the food industry. I have been thoroughly shocked by the information given in “ Food Inc. ” and wonder where my food is actually coming from.