

The power of food knowledge essay

[Business](#), [Industries](#)



By filming “ Food Inc. ” Keener is trying to inform the viewer about the negative things that are currently happening in the food industry today. Some of these negative things are the effects the food industry has on the people whether it be the consumer or the very farmer raising the food. He is also trying to persuade the viewer to stop buying from these nefarious food companies’ and to stand up against them to make them change their policies of how they make are food and how they treat the people they employ.

Throughout the documentary Keener is telling us bout all the benefits that come with the food industry changing, like feeling safe about eating from a fast food restaurant, not having to worry about what’s in your food, and the workers and the farmers who make and prepare your food being treated fairly. This documentary is totally one sided, overall this documentary does achieve its goal of convincing the viewer that the food industry is in turmoil and it is up to us to change the way they operate. The tone of this documentary is very informative, in the beginning of the commentary Keener tells you that “ there is a veil in-between the consumer and the food industry. ” He says he became an Investigator reporter so that he could lift the veil that’s in-between the consumer and the food industry.

His language is easy to understand, and seems to be addressed to the people that never even thought about what’s in the food there eating or how it was made. The director addresses the opposition’s opinion many times throughout this documentary. He talks about why the food industry is doing what they’re doing to the DOD; he says they do what they do because they turn a higher profit from doing it the way there currently operating compared

to doing it the more ethical way. Keener briefly gives voice to his opposition, but he always makes their voice a negative one, which doesn't give him as much ethos as giving his opponent side a more likable voice. Keener also has ethos for two reasons: for one, he brings up the instance where Monsanto Company a leading producer of genetically engineered seed and of the herbicide glyphosate sued Oprah Winfrey an American media proprietor, talk show host, actress, producer, and a philanthropist.

Monsanto sued Oprah Winfrey because on one of her talk show episodes she was talking about how she was going to stop eating certain meat products because she was scared of mad cow disease. Keener uses this instance because Oprah is a very credible person and she has a high ethical appeal, and he knows a lot of people follow her so if they saw that Monsanto was suing Oprah they would immediately label them as the bad guys. Another example of logos that Keener presents is one that pins Monsanto Company as the bad guys; he shows you the story of Moe Parr a seed cleaner. Monsanto was suing Moe Parr because he was cleaning their seeds.

Keener uses this story because he can display it like the story of David and Goliath it shows that this company is a big bully who pick on the little people because they can, Eric Clower said " These companies have legions of attorneys, and they may sue, even if they know they can't win, just to send a message. " This quote is a clear sign of ethos because it's making the company's seem like evil people who try to bring people down because it makes them bigger.