

# The evolution of the gastronomic preferences and lifestyle of americans over the ...

[Sociology](#)



The paper "Americans Spending More on Fast Foods" is a good example of a term paper on sociology. The last half-century has seen multiple changes in the nutritional preference of many Americans. With the increasing popularity of fast foods consumed by both young and old, the dietary combination of many Americans is different from what people consumed fifty years ago. Moreover, technology has seen the introduction of new production techniques, both on the farm and in restaurants that sell fast food. Eric Schlosser took note of the multiple changes and offered an extensive criticism of the modern American diet. Moreover, the documentary food inclusive reveals the adverse effects of the emerging American nutritional preferences. Schlosser published a book that contained his critique of the American diet a book that has earned a remarkable reputation among many people in different continents. Schlosser opines that many Americans register a higher level of spending on fast foods than on other necessities combined. This paper will describe three entries that support Schlosser's opinion. According to Mike Snider, the marketing of video games targeted for children have taken a shift of involving fast foods that serve to persuade the children. In one of the recent advertisements, of the Pac-man products for children, they receive fast meals as an incentive to persuade them to buy the described fast-food menu. This marketing strategy serves to promote the urge for children to consume fast foods which is unhealthy. The linkage of fast foods to favorite video games for children proves sufficiently persuasive to affect the purchasing will of their parents. This is in accordance with what Schlosser defines as increased susceptibility to diseases and health conditions. According to statistics, many American children are either obese,

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overweight or being on the course of developing such conditions. Such a condition serves to confirm the assertions of Schlosser that the American diet does not promote healthy eating practices. Therefore, with a soaring effect of advertisements on the nutritional preference of young children, Schlosser's worries are confirmed.

In a different scenario, illustrated in the USA today concerning the purchasing power of people in January it becomes evident that advertisements, buyer incentives, and other offers only serve to present people with a conviction that, fast foods are an affordable choice. Such tempting offers make people forget the immense health effects that could result from increasing consumption of fast foods. This motivates people to register higher spending for fast foods than for other products combined.

In the third case, an article on the USA today discussing the increasing share of McDonald's only serves to reflect the increased spending of many Americans on fast foods. McDonald's would not register a higher share value if it did not benefit immensely from the sale of fat foods. This case is not isolated as many fast food companies always have been registering an increased share value. This serves as a confirmation that Americans spend more on fast foods than other goods.

Evidently, the diet of Americans has changed in a diverse range of ways since the 1950s. The new dietary preference for many Americans comprises of fast foods and other unhealthy foods. According to Schlosser, the new dietary preference presents multiple adverse effects to the people and the environment. The three articles described above serve to prove that

Americans are likely to spend more on fast foods than other types of goods.

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