This is the template for our Rhetorical Analysis Proposal. Answer all questions thoroughly and provide the APA reference for the article that you chose to analyze.

Rhetorical Analysis Proposal

1. What is your semester topic? How does the article you chose fit in to your topic?

The semester topic is whether fast food companies should be allowed to market their products to children. The article I chose for this topic is a newspaper article “Tug of War in Food Marketing to Children” by Stephanie Clifford. The article relates to the topic as it claims that fast food companies spent a significant amount of resources advertising their commodities to children. For this reason, Federal Trade Commission issued a report to Americans regarding the pervasiveness of advertising foods to children.

1. How did you find the article you chose? Explain your research process.

I found the article by typing key words into the search engine. In this case, I searched for the title, “The effects of advertising food products to children.”

1. What type of article is the article you chose follow? (Examples include scholarly, newspaper, magazine, etc.)

The article I selected for this paper is a newspaper article. I chose it because it explores comprehensively the issues related to advertizing food items to children.
2. Summarize the article you chose in a paragraph (at least 4 sentences):

According to the article, food companies spent $1.6 billion to advertize their commodities to teenagers and children according to a study conducted by the Federal Trade Commission. However, the firms operating in the food industry do not want to be regulated by the government. These firms want to regulate themselves, thus implement mechanisms that would ensure they market to children foods perceived to be nutritious only.
3. What is the author’s main point?

The author’s major point is that the government should interfere with the operation of private food companies. For this reason, the administration should give them the opportunity to regulate their marketing initiatives. The strategy would ensure that they do not advertise unhealthy foods to children.
4. Provide the APA citation for the article below:

Clifford, S. (2008, Jul. 30). Tug of War in Food Marketing to Children. *The New York Times*. Retrieved from <http://www.nytimes.com/2008/07/30/business/media/30adco.html>.