Topic Proposal

Name

Institution

Date

Topic Proposal

1. The Topic I selected: Should fast food companies be allowed to market to children?
2. Whether I would adjust the phrasing of the question: Yes. I would phrase the question to imply that I am skeptical about the aspect of advertising fast foods to children. Therefore, the new question will be- what are the effects of fast food companies advertising their products to children?
3. What interests me most about this topic and what I already know about it. The most interesting aspect of this topic is the manner in which fast food companies advertise their products without considering the features of the audience. It is a matter of fact that obesity rates among children in the United States have risen significantly recently. The reason behind the condition is poor eating habits among kids. The situation has been facilitated by technological developments which have made it easier for children to have access to information on fast foods. The condition has led to them consuming large quantities of these foods, hence becoming obese.
4. What I would like to know about this topic: I want to know whether the fast food joints take into consideration the effects of their foods on the health of their customers, particularly children. The understanding would enable me to tell whether the marketing messages of the firms operating in the industry fit the needs of the market, especially on issues related with the well-being of children. It is imperative to understand that children do not know the effects of fast foods on their bodies, thus unable to make the right decisions on whether to consume them or not.
5. My opinion on the topic: My viewpoint on the topic is to ban fast food advertisements which target children. They do not understand the nature of these, thus unable to know how they affect their well-being, and yet the marketing messages fail to capture the negative effects of these foods.