Essay 2 Assignment

Essay 2 is an informative essay that presents your research on a specific processed food product, such as Snack Pack Pudding, Pop Tarts, or Oscar Mayer hot dogs. However, more than a simple informative essay, your essay should present the characterization of the product, not just list a compilation of information. That is, what is the image or identity that your product represents?

Information you may include in your essay

- When was the product first introduced?
- Who is the manufacturer or parent company responsible for the product?
- How is the product advertised? Does it use product news or incentives? What kind of commercials or print ads are used to create interest in the product?
- What is the product’s branding? Who is the target consumer? How has the branding or advertising changed over time, if at all? You may want to include a link to, or embed, a video of commercial(s) used to sell the product.
- How much does the product cost?
- Is there anything significant about the nutritional information?
- Has the product ever been the subject of a recall or lawsuit? What was the outcome of the recall or lawsuit?

Essay Criteria

- Essays must include an appropriate Introduction and thesis statement.
- Essays must include multiple body paragraphs that are well-organized. Each body paragraph should start with a topic sentence or point.
- Essays must include an appropriate Conclusion that restates the thesis statement.
- Essays must refer to multiple, credible sources using MLA format, and list the sources in a Works Cited page.
- Copies of all sources used with CRAAP test sheets attached must be turned in with Essay 2 Final.