Running head: A RESEARCH PROPOSAL ON THE AMERICAN FOOD	
The American Food	
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General Framework

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This article is about vegetarianism in the US, a diet selection noted to be on the rise. It pursues the main question: Is American Vegetarianism stirred by health distresses, politics, or fashion? In tackling this research topic, the article shades light on the public talk concerning vegetarianism in the mass media and the opinions expressed by different interest groups, for instance, Persons for the Ethical Treatment of Animals, the meat-processing industry and health experts. By use of university learners and reflection in a university mess hall, this paper strives to disclose the motivations behind individual eating choices.

Specific focus

Vegetarianism as a diet choice appears increasingly like a common diet for most

American youths. Although the ratio of vegetarians to carnivores might not have altered much in recent past, the recognition or appreciation of it has. Currently, several cafeterias provide vegetarian menus. It is from this basis that a question of interest arises; have our thoughts concerning food changed? I am more concerned in realizing what drives individuals who decide to exclude meat from their intakes (as compared to those whom it is not based on inclination but in a spiritual belief or therapeutic condition).

The number of authors printing information and endorsing their opinions on this subject matter is quite huge. I will cover the content of their opinions and weigh them, as well as viewing how these standpoints may be mutating. In this context, I will examine the modern morals in connection to the history of notions concerning food in the 20th Century. I strongly feel

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that some external dynamics may also influence people's behavior, for example, the Mad Cow infection, the price of meat and fish, rise in fast-food feeding, and cholesterol awareness.

Once I establish a comprehension of the key perceptions on this subject, I will discuss more narrowly at how people take in all these opinions (or don't) and if these crusades and other concerns change behavior. Alongside that, I will also shade some light on elements like age, religious beliefs, gender, and customs that may sway such choices. For instance, it is more likely that a person's knowledge or lack of it with cattle or an animal hunter may be relevant. I anticipate to establish that, apart from the apparent impacts of advertising campaigns that swing individuals' attitudes and thoughts concerning food enlighten their choices.

Lastly, I will deliberate on if dietary habits of vegetarians and meat-eaters are equally 'selected." My thought is that most vegetarians make sensible choices to dodge meat (centered on whichever cognitive and views) but that less non-vegetarians will have measured it as a topic, or deliberately involved in a decision concerning whether they will consume meat.

Literature Review

Fieldwork. Because my research question tackles partly what attitudes and information sway people's diet decisions, I will utilize two businesses as fronts for my field study. An organic ranch in Latrobe, PA will permit me to follow some "meat processes" to study how their procedures vary from those of industry farms and also comprehend how towards community health, meat, and food-care influence their businesses.

Industry and its critics. I will discuss the number of communal resources created associated with food and meat manufacturing. Government figures and food examination

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programs will build my basis of argument here. Likewise, I will also desire to know the type of quarrels going on between PR organizations for the manufacturers and those of non-profit generating consumer organizations. How do these two groups report information concerning crises and how do they define the wellbeing and safety matters.

Books on Diet and Food Safety. I desire to acquire a clue of some of the overall trends in food processing and American views towards what they consume here. This will assist me to assess about the type of pro-vegetarian opinions have the majority merit. Is plant and grain farming truly "friendly" to the environment? Are organic and small-scale generators of meat "friendly" to the ecosystem? Which are the dietary prices and the advantages of meat verse vegetarian diets? This will assist me to comprehend whether the approval of some diet selections has transformed over recent past.

Academic & Specialized Journals on Food Safety, Meat and Vegetarianism. Finally, I hope to acquire some solid knowledge about safety and risk of numerous types of diets, in link to both food-borne infections and the likes and also to the overall health.

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