STUDENT

English 20801

Unit II

March 18, 2019

Issue Map

Statement of Goals and Choices

Something that always seems to be a hot topic is what the best possible diet is for your health. The USDA seems to say one thing, while nutritionists, scientists, and “experts” may say something completely different. While fad diets seem to go just as quickly as they come, one debate always seems to be present: to be vegetarian/vegan or not to be? This debate not only exists because of possible health implications but also because of the current state of our planet. Some diets are more harmful towards the planet like meat based, and some take less of a toll on both land, water, and pollution like plant-based diets. Two things I value very greatly are both health and the planet and so I decided to investigate which was better: vegetarian/vegan or a diet with animal products including both meat and dairy. The issue is one that could not be of more importance because of the climbing obesity rates in our country as well as increases in extreme weather due to climate change. With this particular debate, there are more stakeholders than I can count: the American public, meat and dairy industry, government, food companies, advertising agencies, nutritionists, doctors, insurance companies, etc. This issue affects many people’s lives as well as industry.

The argument had two sides: plant-based or animal products. I chose 2 sources for each side and the sources I chose to use each argued for a diet in terms of what the author believed

was best for health. They were all reputable sources and each took a clear stance on either a plant-based diet or one that included animal products. The book, *The China Study: The Most Comprehensive Study of Nutrition Ever Conducted*, is well-known source in the scientific community and argues for a vegan diet. The author, Colin Campbell conducted a massive study in China and wrote the book in order to distribute his results to individuals outside of the scientific community. My other source also arguing for a plant-based diet, by Kahleova, discussed how plant-based diets can decrease risk of metabolic diseases like heart disease, stroke, obesity and type 2 diabetes. It helps lower this risk by nearly half. On the other hand, however, I was able to find sources that argued the opposite: that diets containing meat were actually better for health. I chose ChooseMyPlate.gov as a source because it is the recommended diet to Americans from the government and it includes both meat and dairy products in their plan. Finally, my source by Ana Sandoiu argued that a keto diet could help to slow cancer growth. This is because by cutting off tumor cells of its main source of food, glucose, the cells are inhibited in their growth.

Through my issue map, I want to display the divide in the argument of which is better: vegan/vegetarian or a balanced diet using a clear display of the differences in my sources. This is not a simple issue, and it seems like Americans constantly are bombarded with information which can sometimes seem overwhelming and confusing. In order to not only represent the issues and corresponding arguments but also this overload of information, I decided to use a highway with billboards to illustrate the mass quantity of confusing information Americans receive about health and diet. I was inspired by Chik-fil-a's ads, "eat mor chiken," and felt that the advertisement lined up perfectly with what I was trying to represent.

First, I wanted to make the picture as clear as possible that it was a highway. In order to do this, I made the road with yellow striped lines representing the lanes. I decided to include cars to show people having to choose either path. Originally, I had the cars going in opposite directions but in my later draft I decided to split the road with the cars going in the same direction. This split shows the variation opinion represents the difficult and confusing choice individuals must make. The cars were made a variety of colors to reflect actual cars on the road. In order to stay consistent with being as realistic as possible, I made the sun yellow and sky blue. I chose to not include clouds because I didn't want the image to become too busy. I originally included restaurants/building structures on either side of the image but like the clouds, I felt that the image got too busy and I did not want to distract from the message I wanted to display. I tried to make the sun as centered as possible so that it would not be grouped in with one side or the other as the "brighter", or "happier" choice, as the sun is normally associated with.

For the billboards, I made a conscious effort to try to make them equal size. I wanted to show that both sides are equal, and I do not have bias towards one or the other. I also did not have any preference as to which was in the foreground and which was in the background, it is simply the way the image worked out. I consciously chose to make the billboards large, with few words, and with corresponding colors. I wanted them to be large because they are the actual argument and are thus the most important part of the picture. The advertisements have few words in order to summarize the argument in the simplest way possible and to stay consistent with actual billboards. The "EAT MOR MEAT" billboard was used in reference to Chik Fil A's extremely recognizable branding strategy that fit extremely well with my topic. I thought

that by using a common advertisement, I would be able to illustrate that because information comes from everywhere around us, making a diet decision very difficult. I used varied font for the “Eat Plants” billboard because I felt that the artsy and creative nature of it fit in with the stereotype of vegans/vegetarians to also illustrate the preconceptions some may have about each diet choice. Each billboard has the last names of the authors in the bottom right corner so that it is clear where the information is sourced from while not distracting from the image. And, finally, my color choice was chosen to represent either side. The side of vegan/vegetarian is green and white, something I believe is consistent with a plant-based diet while the billboards on the meat side come from the advertisements that we see commonly.

At first, I was thinking about doing a chart, mostly likely some type of flow chart or a diagram with boxes and lines connecting the boxes. While this could have been a very good way of representing the varying points of view, I wanted to be a bit more creative and I felt that because this issue is present in our everyday lives I could and should make it much more realistic. By using billboards, I could show that we are constantly bombarded with information and, at times, it makes it difficult for us to decide what is best for us. This is one of the main reasons this issue has exigence: there is so much information coming from so many people, we don’t know who to believe and yet we are expected to make choices on a daily basis. I feel that through using a common advertising method, this sets up the argument on the stage it is on. While I really do like my idea of being more creative and feel that it shows the varying sides of the argument effectively, I am not a creative person. This is very out of my comfort zone and as a result, my drawing is not nearly as good as I would hope it would be. I faced many challenges

when drawing, everything from making the cars look like actual cars to making sure the size of everything is what it needs to be, but I believe the concept works well.

For collaborators, I used paper, a pencil, and colored pencils. I used google images to pull up images to try to recreate them in my own drawings. I used a flashcard to use to outline each billboard, and I used the erasers of my colored pencils quite a bit. My collaborators were also my classmates who peer reviewed the piece and gave feedback as well as Ms. Kelm. Through feedback, I was able to make the proper revisions.

Works Cited

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