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A Different Approach to a Polluted Planet

Fascination can be obtained by the unusual. People are bored about hearing the same old stuff. Pollution is this... pollution is that...we need to stop pollution, etc. However, what they don't think about is what it can do to humanity, to environment, and even to unborn babies. Creating a new, different, fresh and contemporary video helped explain some simple solutions that can be adopt into people's everyday life. The video persuades the audience through timely use of music, image, and text in order to show that pollution is rising day by day and it is imperative that action must be taken immediately.

The video used music in order to show people the complex nature of pollution and their response to the issue. The contagious rhythm of music makes people get into the dilemma of pollution. The first song used on the video is called Deviance, by Excision, which starts a bit slow and soft but as the seconds go by, the rate begins to rise gradually until it reaches the peak and ends. The purpose of the first song was to compare how the pollution has increased over time. This is the same thing that happens with pollution, which has increased over time. Later on, to create a serious tone the song called After Thought, by Bassnectar, was used to help the audience concentrate on the message conveyed.

Different videos shots were used with the purpose of showing the audience the aberration of environmental problems and its consequences. The first images on the video are about traffic. The video starts with an introduction, which they are a perfect example of one of the biggest problems of pollution, which is motor vehicles. Videos about water pollution

presented some images of water creating sort of a “flow”. As the problem of water pollution began in the video, the World is presented, and immediately, a visual of germs polluting our waters is included. The purpose of exchanging pictures and videos was to let the audience know how this modern world is damaging the planet. A transition of images occurs leading into air pollution, which is affecting the temperature, and, of course, the air we breathe. Some of the images listed represent a specific problem of air pollution, for example, cars, factories, construction, etc.

The video used facts and “voices” in order to inform people the increment of pollution over time. The video starts with an introduction, which talks about pollution problems in general. Then we divided pollution into two major types, which are water and air pollution. We decided to use statistics to present the problems because through them, we were able to create a greater impression on the audience. To make the video less boring, in the middle, we decided to include a voice over of different memos we recorded to create a mood. These “voices” were the ones that tried to make our point of view clear. We didn’t want to convert the audience into freaks, but to suggest some simple solutions.

In creating this video, we wanted inform the audience what pollution is and what it’s doing to our environment. If people keep going at this rate, the effect will be devastating. In a short time, people are becoming tired of reading increasingly visual and extensive papers about pollution. The purpose of creating this video is informing people what’s really going on and a video that would leave people thinking about a possible solution. Therefore, at the end of the video people are being encouraged to do something helpful. We offer simple solutions that can be made, but it is your choice if you want to adopt them or not. Toward the end, there’s a conclusion, which is not to make people freaks about an eco world, but to make them realize how serious this problem is and how we can each help lower pollution once and for all.

