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

Music makes everything more entertaining. People's attention can be easily captured because of its contagious rhythm. Therefore, we decided to choose a song that compares how the pollution has increased over time. The first song used on the video it 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. This is the same thing that happens with pollution, which during time has been gradually increased. Later on, to create a serious tone we used a second song called After thought by Bassnectar, which helps the audience concentrate in what we are trying to say them.

Traffic, that feeling of stress and anxiety, how much I hate you. Probably, I'm not the only one. The first images on the video about traffic are a perfect example of one of the biggest problems of pollution, which is driving a car. Videos about water pollution presented some images of water creating sort of a "flow". As the problem for water pollutions began to pop out, we present a video showing the World, and immediately, we see a video of some germs

polluting our waters. The purpose of exchanging pictures and videos was to let the audience how this “new world” is damaging our planet. A transition of images occurs into air pollution, which is affecting the temperature, and, of course, the air we breathe. We list some images that represent a specific problem of air pollution, for example, cars, factories, construction, etc.

We established sort of a pattern. First comes up the 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, at the middle, we decided to include on the video some voice memos we recorded to create a mood. This “voices” were the ones that tried to make our point clear. We didn’t want to convert the society into freaks but to suggest some simple solutions.

Creating a video, which would inform the audience what pollution is making to our environment and what’s possibly going to happen if we keep at this same rate. We just wanted to create a video to inform the people what’s really going on around us. People are tired of reading long paper about pollution. They all talk about the same thing. Our goal was to create a video that would leave people thinking about a possible solution. Therefore, at the end of the video we try to encourage the people to do something. We offered simple solutions that can be made, but it is your choice if you want to adopt them or not. At the end we were just trying to wrap it up and it came out pretty good. The purpose of this video is not to make people freaks about an eco world, but to make them realize how serious this problem is.