Research Paper Rough Draft #1 for Peer Review

Introduction

In the documentary, “Just Eat It: A Food Waste Story” directed by Grant Baldwin, we learn the uncomforting amounts of food that is being wasted in the food process from fields, to factories, to homes. Baldwin appeals to the audience’s ethos, pathos, and logos to create a well-rounded, detailed argument that was persuasive and informative about how food is being wasted every day and what people can do to reduce this number. He appeals to ethos pathos and logos with a combination of visual and audio affects. Baldwin uses these devices throughout the documentary to establish credibility in the argument and appeal to the audience in different ways.

Thesis: Appealing to ethos, pathos, and logos, Baldwin find the perfect way to share with the audience the astronomical amount of food waste there is every year, and a complicated process that many don’t realize.

Outline:

Ethos

1. Throughout the film we are brought through a project that appeals to the audience’s ethos.
2. Visual and ethos
   1. Through the visual elements by showing the different food sources markets and restaurants
   2. The visual elements of close-ups of the dumpsters with tons of the same product that is totally fine in it. Or with all of the wasted food.
3. Audio and ethos
   1. They talk about the background with the production of food, and then they go into the food market, and even the food when it’s in homes.
      * The audience can hear personal experiences from farmers, producers, and workers about how big of a deal this issue is.

Logos

1. Baldwin’s use of logos to persuade the audience through fact and reason is an effective way to gain credibility.
   1. Using logos through experts
      1. This documentary appealed to logos by interviewing and sharing farmer, store works, pickers, factory workers, etc. point of view on the main argument which proves that that this is a problem and isn’t something that is made up.
      2. It also has glimpses of narration from authors, journalists and other project scientists
   2. Using logos with the help of data
      1. Throughout the film the experts will share statistics and data with the viewers to explain and emphasize the point that they are trying to make in the overall argument.
      2. They also have famers explain how much product is wasted from just packaging celery with puts in perspective how much perfectly good food is being wasted.

Examples:

* Food sources and the reasoning behind the wasted products which allows them to come to the conclusion of which areas of food production the most waste is happening
* Why the waste is happening on the consumer side of things.

Pathos

1. By appealing to the audience’s emotions, the film provides a deeper connection to the subject which allows for a more lasting impact.
   * 1. Audio track appealing to Pathos
        1. Throughout the documentary the audio tract would play worrisome or sad music when showing wasted food or when they wanted to point out something that they believe is shocking and they want the audience to feel the same shock
     2. Personal anecdote
        1. The documentary apples to pathos through personal anecdote by allowing the people working on the project to offer their real-life input and opinions on the situation which makes the audience connect with the project so much better.

Conclusion

In this documentary we discovery the truth about the food process and an in depth visual of how, when, and why food is discarded or wasted every day. Baldwin appeals to emotions to make the audience connect to the situation, uses logos to provide solid, factual information, and ethos to increase the trust between the documentary and audience. These three things laid the foundation for a solid argument. We now know and can be more conscious of the amount of food we are buying and wasting every day and hopefully make a difference in the future.