

FOOD INC.

Video Analysis

Name: _____

Date: _____

Adapted from the Manitoba Grade 10 Geography curriculum general blackline master G-26: News Article Analysis.

1. Basic Information

Title of Video _____

Source: _____

Produced by: _____

Date: _____

2. Why?

a) What was the purpose of the video? Why film it?

b) Who is the intended audience? For whom was it produced?

c) Why produce it now?

d) Why is it available from this source? Do you think another website/organization/company would have shown it?



3. Watch the Video

a) Watch the video. Write the main points below (e.g., Who? What? When? Where? Why? How?).

b) Compare the title and the content of the video. Do they match? Did the title make you expect a different story?
Propose a different title that would still tell about the story but would have a different emphasis.

c) Identify 2- 4 visuals used in the video. How do the visuals affect your emotional response (e.g., sad, angry, happy...)
Choose one of the visuals and suggest a different narration to create a different emphasis.

d) Identify 1- 2 times music was used in the video. How did the music affect your emotional response (e.g., sad, sorry...)
For one of your examples suggest a different type of music that would create a different emphasis for the accompanying visual and narrative message.

e) Identify any people featured in this video. What is their background (e.g. celebrity, academic, industry, government...)

f) Identify any loaded words or phrases with political, racial, economic bias. These can convey the producer's bias.



g) If there are “unnamed sources” or “some people say,” list the information or opinions they cite.
Who do you think these sources are (e.g., government, business, political groups, environmental groups...)
What difference would it make to your viewing of the video if you knew who these people were?

h) What is the order of ideas in the video? How does this affect your viewing of the video?
Does the producer put all the dissenting (disagreement) at the end of the video? Are they given much space?
What if they were at the beginning of the video?

i) Think about what is NOT there. Which viewpoints are NOT present (e.g., the views of Aboriginal people, various ethnic or gender groups, age groups such as seniors, economic groups such as poor people, farmers...)
What other aspects of this story could the producer have included?
Judging by what is left out, what values does the producer show?

j) List any disclaimers given on this video. How do these affect your opinion of the video?

k) How does this information compare with information you have from other sources?

l) How does this information compare with information gathered by a partner?

