

Ow using an  
emotional point of  
view to



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ow Our Diet Affects the Environment produced by MichalSiewierski and Kaiser Permanente, a non-for-profit health plan, while different non-fiction forms of communication that share a common mission of providing important information on the effects of the food we eat and how changing our diet can improve our lives.

The documentary Food Choices advocates the benefits of eating a plant-based diet and begins by discrediting long believed myths about eating land animals and the advantages of doing so and makes the connection between food choices that the consumer is making and the environment.

Kaiser Permanente is an integrated managed care consortium that has started to embrace the concept of disease prevention from one's diet. As a part of their website, there is an eating and wellness section that incorporates eating healthier and eating to prevent and manage diseases. The website explains the significance of eating healthy and the role dieting plays in preventing, managing, and improving certain health problems. Each in its own way, both non-fiction forms of communications convey the message that the foods we eat can positively and negatively affect our health. As a way to prevent disease and illnesses, one has to be conscious of the foods they are putting in their bodies and make an effort to understand the health benefits and costs of the food we are eating and the alternative options. In addition to Food Choices and Kaiser Permanente website, the article Fast-Food Nation Part One: The True Cost of America's Diet by Eric Schlosser and the text 'The Trouble with Wilderness; or, Getting Back to the Wrong Nature' by William Cronon relate to the non-fiction forms and serve as further evidence to the theme of diet and wellness.

FoodChoices produced by Michal Siewierski is a documentary that discredits notions that are widely believed to emphasize the benefits of eating a plant-based diet. One way this non-fiction form represents the theme of food is by incorporating interviews from professors, renowned doctors, nutritionists, environmental experts, holistic health practitioners, athletes, chefs, authors, bloggers and includes people who overcame diseases such as cancer and depression by completely changing their diet to a plant-based one. Another way this form represents the theme of endorsing a plant-based diet is through pathos and logos.

The film employs pathos, by using an emotional point of view to persuade the audience. By showing videos of animals being treated cruelly with sad music and quoting John Joseph McGowan, a punk rock singer and plant-based author, saying, "everybody talks about the holocaust but what about the holocaust we're creating for animals, every year we're killing billions and billions of animals and you want peace on earth, peace on earth is for all living entities not just humans" plays on the audience's emotions. The film uses logos, appealing to the audience's sense of logic and reason to persuade the argument. By having nutritionists', doctors and university professors all explain in detail how studies and examples show obvious benefits to be living by a plant-based diet. With examples from D. Anthony Evans an inspirational cancer survivor and healthy lifestyle enthusiast, who credits changing his diet to beating cancer and saving his life and Natalie McIntosh, founder of rawfoodforlife.org and a wellness advocate and speaker, who credits not eating land animals and only eating plant-based food with curing her depression.

Using examples of people whose illness has been cured by eating a plant-based diet as well as athletes and nutritionists who provide multiple reasonable instances show the logic and reason to change one's diet. The film represents food through pictures, interviews, stories and, narration. Through these methods, the filmmaker created a form to express what he learned about the connection between food and health to create his argument. Towards the end of the film, after the nutritionists and professors have made clear the disadvantages of eating land animals and advantages of eating plant-based food the film turns towards healthcare in America. The narrator tells the audience that America spends more money on healthcare than any other country in the world yet we have some of the highest rates of chronic disease on the planet, but fortunately, some health care insurers are starting to embrace the concept of disease prevention in addition to treatment (Siewierski, 2016). Some examples of health insurance providers that are starting to accept and encourage the approach of disease prevention from a dietary standpoint are Kaiser Permanente and Medicare.

Kaiser Permanente a health care provider option, has included a health and wellness section on their website to bring awareness that in addition to insurance plans and visiting doctors, “ a healthy diet is one of the most powerful medicines you have to keep you well” (healthy.kaiserpermanente.org). Dr.

Michael Greger who is a physician, nutrition expert and author and, founder of nutritionfacts.org explains why insurance companies are promoting a healthy diet and lifestyle on their websites in addition to insurance plans. “ Medicare now accepts reimbursement for the Dr. Dean Ornish's program for <https://assignbuster.com/ow-using-an-emotional-point-of-view-to/>

reversing heart disease and this is out of a recognition that this is not only safer, cheaper but it's more effective than the traditional approach which is very costly surgery and a lifetime on drugs.

This is reducing suffering and saving lives but from a fiscal responsibility it's so much cheaper, cost effective, that if it's Medicare the taxpayers are fitting the bill so they're saving money by making people healthier (Siewierski, 2016).” The non-fiction form, Kaiser Permanente's website represents food in a different way than the documentary Food Choices. There is only one picture of food on the page, it is an image of three bell peppers and there is a short paragraph about the importance of eating healthy and how a balanced diet could prevent heart disease, diabetes, dementia, and many other conditions. The page then lists twelve links that lead to pages that each specifies a different disease and what foods would prevent and help that disease. This non-fiction form is representing the theme of the diet-health connection and how altering one's diet could prevent and help fight disease through stating facts in an easy and accessible manner. The website isn't using videos, ethos, logos or interviews to make an argument, it is simply making readily available the information that anyone can learn more about the role diet plays in preventing, managing, and improving certain health problems by reading their linked articles (healthy.kaiserpermanente.

org). To represent the theme of diet-health, this form made the information of how to eat healthier in relation to specific diseases straightforward and easily attainable. As both the documentary Food Choices and the health insurance website Kaiser Permanente tell the similar story of how a healthy and balanced diet has many positive benefits for one's health they do so

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indifferent ways. As a documentary, FoodChoices tells the story through narration, interviews, pictures and, videos. The audience hears a lot of examples of why a plant-based diet is so important from nutritionists and people who have changed their diets and experiences life-changing results.

On the other hand, the non-fiction form of website Kaiser Permanente incorporates the health and wellness section where there is a paragraph on how eating a healthy diet can prevent and manage diseases with links allowing one to see how certain diseases and foods are connected. This is a different way of telling a similar story because the information is straightforward and right in front of you with the resources to get additional material. Where in a documentary the information is presented in a story-like way that includes nutritionist and professors teaching the information by using examples and stories in an entertaining way.

I find the documentary which presented the information in an entertaining way of an educational topic to be more compelling. The producer leads the audience on a journey to find out information and punctuates the message with inspiring stories and the topic presented in an engaging manner makes the argument as well as the form more compelling. One myth that is discredited in the beginning of the documentary is that people are concerned that if they change their diets to solely plant-based they won't get any calcium. The only reason consumers think they need calcium is that decades ago scientists were telling people they needed to have a higher calcium intake. It turns out that scientists were influenced by the dairy industry to say this because people weren't drinking enough milk. Dr. T Colin Campbell  
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who is a professional emeritus of nutritional biochemistry at Cornell University explained that while the dairy industry is having scientist say that people need to have more calcium in reality if you look at the relationship between how much calcium people consume in different societies as a relation to a disorder such as osteoporosis, the bone disease, the higher the calcium intake the higher the risk of osteoporosis (Siewierski, 2016).

This example relates to the article Fast-Food Nation Part One: The True Cost of America's Diet by Eric Schlosser. A key term of the article is "the McDonaldization of America" which was used to mean how the fast-growing fast food industry would intimidate smaller independent businesses and "as a step toward a food economy dominated by giant corporations and as a homogenizing influence on American life" (Schlosser, np). Eric Schlosser used the term to describe how McDonald's would come to control the way America's food is produced such as potatoes and chicken.

'The McDonaldization of America' means the power these successful fast-food chains have and influence on what consumers are eating and how that food is being produced. Eric Schlosser and 'The McDonaldization of America' relate to the documentary non-fiction form because both touch on the subject of the food industries power over consumers, other businesses and production. Food Choices stresses how the dairy industry has caused many people to believe they need calcium or protein to increase sales and Eric Schlosser gives the term 'The McDonaldization of America' a similar meaning. Eric Schlosser's term is similar in that it describes how fast-food industry has gained enough power to change the way businesses make and sold food.

Both the documentary and the article portray how big industries have enough control and influence to cause whole fast food chains to change how they make and sell food and to cause people to believe they need to have a lot of calcium when in reality they don't. The non-fiction form Kaiser Permanente's health and wellness section expresses the idea that food is more than mere calories. Certain fruits and vegetables have the ability to prevent and manage anemia, gout, cancer and many other illnesses. The web page, eating to prevent disease gives people the knowledge to understand how implementing a healthy diet change can increase one's life and fight disease. William Cronon the author of 'The Trouble with Wilderness; or, Getting Back to the Wrong Nature' tries to define wilderness in relation to societies and American society.

In relation to the non-fiction form of Kaiser Permanente's website, one of the definitions of wilderness Cronon uses is: Indeed, one could almost measure wilderness by the extent to which our recognition of its otherness requires a conscious, willed act on our part..... The striking power of the wild is that wonder in the face of it requires no act of will, but forces itself upon us—as an expression of the nonhuman world experienced through the lens of our cultural history—as proof that ours is not the only presence in the universe (Cronon, np). When we encounter wilderness enclosed with animals, plants and physical landscapes this causes us to recognize that this 'wilderness' is not our creation and doesn't rely on society for survival.

An example the text gives is that in the wilderness we know that a tree has its own reason for being that is separate from society, while a garden that someone creates and manages might fail to see that the tree has its own



reason for being. This text relates to the non-fiction form because people could forget the significance of food in comparison to their health. People could go through their lives eating from fast-food restaurants, getting information from commercials and forget that the food they are putting in their bodies could cause grave harm in the long term. Whereas people who have the inclination to understand what their eating and feeding their children could be changing in positive or negative ways and make the changes to eat healthily. The theme of food and how changing one's diet can change one's life is the common message in how two different non-fiction forms intersect and convey information. One form, as a documentary and another form as a health insurance website, tell a similar story about food but make arguments in different ways. The documentary tells the story through a story with interviews, pictures, videos and, examples whereas the website Kaiser Permanente tells the story by stating that one can prevent disease by maintaining a healthy diet and giving links to certain diseases and what to eat and what to avoid to reduce the risk of contracting those diseases. Both of these forms together with the article *Fast-Food Nation Part One: The True Cost of America's Diet* by Eric Schlosser and the text 'The Trouble with Wilderness; or, Getting Back to the Wrong Nature' by William Cronon serve to convey information central to the theme.

Both non-fiction forms are expressing their message in different ways, the documentary is trying to persuade you to change your lifestyle, stop eating land animals and eat plant-based foods for yourself, the environment and future generations where Kaiser Permanente is giving you the resources on how to change your diet and the reasons why. The similar theme

and message are that one needs to change their diet to improve their life and health. Both forms give the audience the resources to implement these changes but ultimately, it's up to the audience to accept the argument and incorporate those changes into their lives. The presentation is different but the message is clear, healthy food has the power to change your life.