

# [Wal-mart: the high cost of low prices](https://assignbuster.com/wal-mart-the-high-cost-of-low-prices-2/)

Nicholas Rossetti Mrs. Mirro Humanities III 6 September 2010 In Robert Greenwald’s documentary film, Wal-Mart: The High Cost of Low Prices, A strong and apparent negative connotation is established by his presentation of facts and his emotional appeal. Throughout his documentary, Greenwald uses first hand accounts from people negatively effected by Wal-Mart to appeal to his audience’s emotions. Through this he effectively tries to persuade the audience that walmart is corrupt in its nature and has a ultimately negative effect on America and the world.

Greenwald’s constant tone shifts from happy Wal-Mart commercials to the sad stories of family’s who have had their lively hood taken away by Wal-Mart. Greenwald uses dialog through interviews throughout the film to show people the actual effects of Wal-Mart. Not only does he ask people for humanity through video of factory conditions and worker interviews, but he appeals to them personally, but showing the effects on all of America. Greenwald has the ability to show the world effects along with the effects on small town American family’s that power this country.

Greenwald seeks empathy from his audience, providing a real and horrific Wal-Mart. Being a film, Greenwald takes advantage of his limitless rhetorical devices. Greenwald presents several Wal-Mart commercials, followed by a loud bang from a drum, to give contrast, exemplifying the frighting statistic in which follows. Yet Greenwald does not only appeal to his audiences emotions, he also provides fact and logic to validate his points and further pursued his audience.

In several occasions Geenwald displays a Wal-Mart commercial or a quote from the CEO about the Wal-Mart way, and its goals as a company. Only for Greenwald to respond with facts and evidence that contradicts Wal-Mart, removing any amount of validity that it contains. Greenwald provides countless details and information regarding his case against Wal-Mart and gives the audience a factually backing to support their newly conceived opinions regarding Wal-Mart.

This reinforcement of Greenwald’s purpose and ideas is seen not only in the facts he shows but how he shows them. The ominous tone he reveals to give the reader a sense of the evil behind Wal-Mart. Greenwald is able to use fact to show his stance against Wal-Mart along with pursued the audience. The Logical and Ethical appeal in which Greenwald applies to his documentary clearly demonstrates his opinion and stance regarding walmart. He not only provides proof for his opinion but also points out Wal-Mart’s fallacies and logic.