

Film : food, inc



**ASSIGN
BUSTER**

The concepts that are distributed in the film Food Inc are designed to educate the individual about what they are eating from the supermarket. The producer, Robert Kenner, and co – producer Eric Schlosser, show the specific aspects of how food is distributed throughout the nation and how it is created for faster distribution. The emphasis of the film is to build recognition on what American's are eating as well as how it is affecting health issues and problems for farmers, workers, corporations and those that are consuming foods. Through this film, one is able to grasp the problems that are underlying those who are eating foods in the modern supermarket. The main issue that is raised in the film is based on how food is looked at by the average consumer. The concept of the pastoral farms and the supermarkets which distribute healthy foods are the main emphasis. The reality that the producers show is that the foods are coming from corporate based farms, which don't have healthy practices for meat, poultry, dairy or fruits and vegetables. The concept of corporate farming and how this has influenced the health, lifestyle habits and capabilities of remaining healthy becomes the main proponent of the film. This is followed by how the corporate farming, which is inclusive of pesticides, cloning and genetic engineering, which are causing health problems such as E. Coli and obesity. The producers show how the concept of corporate farming has stopped natural and organic eating and health from taking place and instead has replaced it with ways for consumers to eat more while remaining unhealthy. The main points that are in the film are supported by a combination of interviews, statistics and health changes that are occurring within the United States. The producers use a variety of techniques to show the theme of how corporations have taken over the food industry and are not interested in

healthy lifestyles or eating. The first way the author's show this is through the title Food Inc. This shows that the value of food is directly associated with ideologies of corporations making money from food, as opposed to providing healthy foods and sustainable living. The meaning is furthered by the opening of the film, which shows a supermarket and the illusions presented. From one side, one sees the farm land from the products; however, there is also information on how the food is picked before it is green, pesticides, gases and other harmful substances are added and most of the foods become unhealthy. The main point is immediately recognized by showing how food is produced but is not the real food that is grown and which offers nutrition and value to life.

The motifs and the scenery further contribute to the concept of corporations taking over the food industry. The scenes and images show the contradiction of healthy food and the realities of what is in the supermarket, including processed and a false sense of food. The dialogue repeated is a question of where the food is coming from. The producers continue to highlight this, specifically after showing the problems with health and the processes that are used to ensure that all of the produce sells, as opposed to helping with healthy living. The most important aspects of the film are linked to the statistics and factual information and how this relates directly to the corporations that are running specific farms. These are enhanced by highlighting the concept of healthy food, then distorting different scenes, which works as a way to show the consumer that what they are eating is distorted in how it is grown and what is in the foods. From this film, one is able to understand the conclusion of how food is a corporate structure, as opposed to one that is used to assist with healthy living of families.

Works Cited

Kenner, Robert (producer). Food Inc. US: Magnolia Home Entertainment, 2009.

Outline

I. Introduction

a. Thesis: Food Inc shows how the food industry is based on corporate structures instead of offering health and well – being to individuals.

II. Summary of Food Inc

a. Problems with corporate farms and appearance of natural farms

b. Issues with health and food, such as obesity and e-coli

c. Problems with genetic engineering, cloning, pesticides on food

III. Analysis of film

a. Main points are supported by facts, interviews

b. Meaning by showing how the food is processed, etc

c. Motifs and scenery are based on the contradictions of the food industry – illusion of real food and the packaging creating an unknown of how food is processed

d. Dialogue is focused on the corporate farm

e. Visual representations of how food has become distorted

IV. Concluding sentence

a. Food is a corporate structure and is not based on helping the health of families