



"Taste the Waste". Persuasive Potenziale des Protestfilms (German Edition)

Corinna Gronau

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Studienarbeit aus dem Jahr 2013 im Fachbereich Medien / Kommunikation - Film und Fernsehen, Note: 1,0, Technische Universität Berlin (Sprache und Kommunikation), Veranstaltung: Persuasive Potenziale des Protestfilms, Sprache: Deutsch, Abstract: Der mehrfach ausgezeichnete Dokumentarfilm „Taste the Waste“ von Valentin Thurn ist mit über 120.000 Zuschauern in Deutschland der meistgesehene Dokumentarfilm 2011. Er handelt von der globalen Lebensmittelverschwendung der im Überfluss lebenden Industriegesellschaften.

Den Umwelt-Medienpreis 2011 der Deutschen Umwelthilfe erhielt „Taste the Waste“ mit der Begründung, dass der Film seit seinem Kinostart eine intensive bundesweite Debatte über den Umgang mit unserer Nahrung ausgelöst habe; mehr könne eine Dokumentation kaum erreichen.

Die große mediale Aufmerksamkeit und die hohen Besucherzahlen drängen auch hier die Frage auf: Wie überzeugt der Film die Zuschauer? Welche Mittel werden zur Persuasion eingesetzt? Wie entsteht mit Nichols gesprochen die einzigartige „Stimme“ von „Taste the Waste“? Dafür sollen die Bilder bzw. Einstellungen, die Montage und der Einsatz von Musik im Film näher betrachtet werden; auch im Vergleich zur Fernsehreportage „Frisch auf den Müll. Die globale Lebensmittelverschwendung“, die dasselbe Thema behandelt.

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