

### **“Man” by Steve Cutts**

P: In “Man,” Steve Cutts presents a picture of/illustrates the history and/or nature of mankind with a four-minute animated film.

A: He argues that humankind has brought dystopic environmental destruction, culminating its own destruction, upon itself.

Main Claim: Human nature is destructive.

C1: Humans take pleasure in killing living things. Humans are needlessly cruel.

- E: “Yes!”/”Score!” arm signal
- E: Bear head

C2: Humans are wasteful and greedy.

- E: “Crispy Batter Mix”/Industrial Fat Fryer
- E: Cutting sheep’s wool without using it
- E: Shooting animals without using it

C3: Humans are thoughtless and have no remorse.

- E: Petting sheep before chopping its legs off

C4: Humans like cheap entertainment.

- E: Baby bear dancing

C5: Humans (unjustly) hold themselves in high esteem.

- E: “Ruler of the Sea”
- E: Dancing along/magic wand
- E: Laughing on way to trash mountain

C6: Industrialization is bad.

- E: Pollution, traffic, trash
- E: Science experiments on rabbits

C7: Humans deserve the destruction that is coming.

- E: Alien justice

S: the way the character was presented (would we read this the same way or think the argument was as convincing if the figure wasn’t a western, white male?), music, color, “500,000 years ago”

### **“Back to the Start” - Chipotle**

P: In “Back to the Start,” Chipotle advertisers illustrate the last few hundred years of industrialization on farming practices and people in general in a two-minute animated video.

A: Chipotle argues that now is the time for humans to “cultivate a better world” by returning to more classic and ethical farming practices.

Main Claim: We can fix the problems industrialization has wrought.

C1: Humans industrialized farming practices not because they’re bad, but because they value systems and wanted to make things more convenient.

- E: Family - “family values”
- E: Exclamation point over head - idea to cage pigs
- E: Sad thought bubble

C2: Widespread industrialization has unintended negative consequences.

- E: Sad animals
- E: Sad people (pills)
- E: Pollution/urban ugliness
- E: Halted tractor when overpass is built

C3: Industrial factory farming is “unnatural”

- E: Beakers at entrance of pig processing plant
- E: Pigs turned into pink cubes

C4: Humans are rulers of the planet

- E: Exclamation point above head
- E: Sad thought bubble
- E: Freeing the animals

S: the way the characters are presented (cute blocky family), imagery shift - bucolic to urban ugliness, day time/night time, semi-trucks/cute Chipotle truck, message at end, music - Willie Nelson - rugged, simple americana