

SusTelling | Open Educational Resource | Module 2 | video analysis | sample solution

Example

Name	„There’s a Rang-tan in My Bedroom”
Date	14/08/2018
Author	Mother advertising agency / Greenpeace Deutschland e. V.
Source	greenpeace.org
Link	https://media.greenpeace.org/Detail/27MZIFJWY4WSN
Copyright	Embedded Link

External characteristics of SusTelling

The video was produced for a Greenpeace UK campaign for use on various channels (MEDIUM) to raise public awareness of the consequences of palm oil deforestation. However, it was also used by a drugstore chain to draw attention to the importance of avoiding palm oil products (CONTEXT). Concerning content, the video deals with the destruction of the orangutan’s habitat for the cultivation of palm oil by humans (THEME).

Internal characteristics of SusTelling

The structure resembles that of a classic fable (PLOT). The starting point of the story is a conflict between a girl and an orangutan, which is emblematic of the violent intrusion of humans into the habitat of orangutans. This negative experience with the orangutan in her bedroom gives the girl, who is at first frightened and angry, the possibility to adopt the animal’s perspective and participate in its reality. The audience experiences how an intrusion into their private sphere is an unpleasant experience (PERSONALIZATION). In the course of the story, the girl learns why the orangutan was acting so inconsiderately. The video ends with the girl solving the conflict by starting a petition among her friends to stop the destruction of the orangutans’ habitat as the rainforest is being destroyed to cultivate palm oil (DRAMATURGY).

Regarding temporal structure, there is a clear beginning in the narrative: the girl is annoyed by an orangutan that has made her bedroom its new home and is destroying her things. In the middle of the story, a flashback to the orangutan’s natural habitat shows the girl how it is being destroyed by humans. This shows the consequences of palm oil cultivation. At the end of the story, the girl decides to help save the orangutan’s habitat by fighting against the palm oil industry and motivates others to join her (CHRONOLOGY). The video gives clear information about the settings of the story and differentiates them through coloring and variations in music (SETTING). Some stylistic devices are used in the video to reinforce the message. Allegory plays with the role reversal of orangutan (animal) and girl (human), making the problem accessible, plausible, and understandable. Moreover, the cartoon technique at the beginning is reminiscent of a children’s movie, reflecting the girl’s initial childlike point of view. Sentence beginnings are also repeated, and the dialogue between the girl and the orangutan is written in rhyme. This makes the narrative particularly memorable (STYLISTICS).

Rhymes are often associated with a lively and cheerful mood, such as the one right at the beginning of the video. However, the music changes to emphasize the narrative's dramaturgy. The destruction of the rainforest is represented by a change to a threatening and somber mood, emphasized by the dark colors and the shift to black-and-white presentation (TONALITY).

The video calls for the viewer to take part in a Greenpeace campaign and thus aims to have a motivating effect on the audience, but beyond that, it does not have any interactive elements, such as the possibility of entering into a dialogue with the girl or changing the plot (MODALITY). The message at the end of the story calls for collective action against rainforest deforestation. Activism as the solution is underscored by the fact that the girl is portrayed in a brighter light in the scene, where she appears as a change agent and a role model for other children. The video thus conveys a clear message about protecting the environment and wildlife through social action. It draws attention to the conflictual relationship between the palm oil industry, the decimation of the orangutan population, and the consumption of chocolate and shampoo (NORMATIVITY).

