

Candidate 3 evidence

2 PMS	Gabriella Cowperthwaite, director also of 'Blackfish', hoped to positively influence attitudes and behaviours. The film is about killer whales being kept in captivity by the park SealWorld. She hoped that by making this film, then the whales would be released into sea pens as they are not able to survive in the wild. The film starts with the audience being informed about the death of a SealWorld breiner Dawn Brancheau. She shows us archive footage of her training which is followed by interviews of former SealWorld trainers telling us about ^{her} Brancheau and how she was a lovely, hard-working person. There is non-diegetic music heard whilst we are seeing the footage and interviews.
-------	---

This influences our behaviour and attitudes as we feel sad towards her death, despite not knowing her.

We are even told about other brainers who have been killed or attacked by killer whales. Throughout the film slow music is constantly being played to further our emotions and thinking that killer whales don't belong in captivity. One of the most important stories is the death of a brainer at a Tenerife park Loro Parque. We are shown interviews of a mother and friend talking about the Spanish brainer who was killed. Again, mournful music is heard to make us feel sympathy toward them. By focusing on this single case, Cooperthwaite intentionally intends to influence the audience ^{because} as human beings, we feel more emotional by concentrating on a single person's death and their loved ones than by being told there were many.

However, Cooperthwaite also intentionally influences

our behaviours and attitudes. After the release of 'Blackfish', SeaWorld saw a drastic drop in profits. It was stated in an article from The Guardian in August 2015 that the ~~percentage~~ profits plummeted by 84%. This was because after the film's release, the public 'boycotted' and refused to visit the park. This was unintentional as Cowperthwaite only wanted SeaWorld to move the orcas to different locations that were bigger and better for the whales, not to make the park lose money.

Another unintentional influence was when 'Badass' actor Steve-O climbed a crane in protest against SeaWorld. This brought huge publicity to 'Blackfish' and SeaWorld as people were now aware of the controversy. For this he was imprisoned and fined. Other celebrities that got involved was Harry Styles. This was important because he had a huge fan following, so if he got involved then thousands of his

world
followers, 1,600.

As a response to 'Blackfish', SeaWorld set up a
crush team in order to fight back against the accusations
made by ~~coworker~~ ^{coworker}. SeaWorld claims that the
scientist used were actually animal rights activists
and that the former trainers told false information
as they had not worked there for several years
or had any knowledge of whales as many of them
never trained with them. This was unintentional as the
documentary was not an attack against SeaWorld.

In conclusion, 'Blackfish' had ~~positively~~ ~~completely~~ influenced
attitudes and behaviors as it affected our emotions
by ~~the~~ ^{the} feeling sad at the attacks and deaths of
trainers and thinking that keeping whales in captivity
is wrong. However, it also had negative influences
and the public stopped going which led to them
losing money.