Blackfish discovers the problems within the sea-park industry and exposes the treatment of Orca's in captivity. A narrative analysis is used to examine how the popular opinion of SeaWorld shifted from adoring to highly criticized basically overnight. This analysis fills gaps on how powerful and devastating the popular opinion can be on high-ranking organizations.

% Abstract

The narrative paradigm is the rhetorical method that is utilized for this research. The narrative paradigm focuses on the narration and storytelling of the media messages that people view (Fisher, 1984; Sellnow, 2014). An illustration is listed below.

% Introduction

• Blackfish is a documentary that follows Tilikum, one of the most famous Orcas to have been housed at SeaWorld in Orlando, FL.
• Tilikum has received a lot of attention from the press over the years, as he is known to be responsible for the death of three people.
• The documentary addresses many of the false claims made by SeaWorld and provides insight as to why Tilikum might have acted the way he did.

% Methods

The narrative paradigm is the rhetorical method that is utilized for this research. The narrative paradigm focuses on the narration and storytelling of the media messages that people view (Fisher, 1984; Sellnow, 2014).

% Significance

• Blackfish was nominated for the BAFTA Award for Best Documentary (BAFTA, 2014)
• SeaWorld refused to contribute to the documentary
• Attendance at SeaWorld has declined since the release of Blackfish (Rhodan, 2015)

% Implications

• Is SeaWorld as helpful as it claims?
• Wildlife should stay wildlife
• Captivation might do more bad than good
• Other ways to learn about wildlife

% References


“For man cannot give wild animals freedom, they can only take it away.”
- Jacques-Yves Cousteau