

 **Activity 3.1.4 Recognizing Differences****Purpose**

*Activity 3.1.1 Animal Value* and *Activity 3.1.2 Understanding My Beliefs* have helped you begin to understand your beliefs and opinions pertaining to animal use. Does everyone believe the same as you?

Animal welfare and animal rights opinions vary from person to person. Some groups and organizations spend a great deal of time and money promoting and educating the public about their philosophy. What forms of media are used to persuade people? How do you know the accuracy of what you see in public relations materials?

**Materials****Per class:**

- Videos and public relations flyers

**Per student:**

- Pencil
- *Agriscience Notebook*

**Procedure**

You will view a variety of propaganda materials from animal rights, animal welfare, and agricultural groups. As you watch the video or review the flyer, study each carefully and determine what message is being portrayed. Consider each of the following.

- Philosophy presented – Is it animal welfare or animal rights?
- Purpose – What were the main points?
- Things I learned – What are four new ideas, facts, or opinions you learned?
- Shock value rating – Was the public relations material devised to inflame a strong reaction or to provide information without invoking strong emotion? A rating of 1 is informative and has a low emotional response. A rating of 5 is inflammatory and causes a strong emotional response.
- My reaction – Do you agree or disagree with the material presented? Why or why not?
- Reflections – How has this material affected your beliefs and opinions and how might it affect others?

After each media piece is presented, your teacher will initiate a discussion about the intended audience, purpose, and validity of the material. Record your thoughts and reactions on *Activity 3.1.3 Student Worksheet*.

**Conclusion**

1. Based on what you have learned so far, why do farmers have an interest in protecting the welfare of animals?
2. Why are some animal rightists opposed to animal agriculture?
3. How do you determine if public relations materials are accurate and valid?

Name: \_\_\_\_\_

4. How can inaccurate materials help or harm the image of an animal welfare or an animal rights group?



## Activity 3.1.4 Student Worksheet

**Directions:** Complete a review of each media piece your teacher presents. In your review, include the following information:

**Table 1. Media Review**

<b>Title: We live in an Animal Holocaust</b>	
Philosophy Presented: Human Welfarist	Shock Value Rating: 1 2 3 <b>4</b> 5
Purpose: To show how many farm animals are being killed for human needs	My Reaction: My reaction was a 4 because I just couldn't believe that there are BILLIONS of animals being killed every year and it's crazy because you don't even pay attention to the killings happening it's just you eat the animal and don't think at all that you are eating a former living thing
Things I learned: I learned that there are more animals being killed then they are people on this earth	Reflections: I honestly don't know how people just sitting there just letting these animals being killed so I'm pretty much just switched my whole opinion for this and I don't think that many animals should be killed
<b>Title: Humane Tethering &amp; Penning</b>	
Philosophy Presented: Animal Welfarist	Shock Value Rating: 1 <b>2</b> 3 4 5
Purpose: If tethering was detrimental to the dogs	My Reaction: I put my reaction at like a 2 because I already knew that they did this to dogs
Things I learned: People sometimes prefer the dogs to be outside instead of inside a house	Reflections: It's just not right putting a dog in a cage and not letting it be a dog and running around in a yard or being kept inside a house on a nice dog bed
<b>Title: The dairy industry in 60 seconds flat</b>	
Philosophy Presented: Human Welfarist	Shock Value Rating: 1 2 3 4 <b>5</b>
Purpose: To show what really happens in the dairy industry	My Reaction: My reaction was a 5 because I literally have never seen anything more cruel then what I just watched
Things I learned: People abuse cows really bad	Reflections: Doing this to living things is not right in any way at all and the fact that they were abusing them just made me ill
<b>Title: Life in confinement</b>	
Philosophy Presented: Animal Welfarist	Shock Value Rating: <b>1</b> 2 3 4 5
Purpose: To show how the company treats their pigs	My Reaction: I put it at a 1 because this didn't really shock me more than it did inform me

Things I learned: There is a much better way to take care of pigs instead of putting them outside in the rain and just throw a fence around them

Reflections: It was really educational and I think I can take care of a pig