

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



## 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.

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- 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?

For their own good

2. Why are some animal rightists opposed to animal agriculture?

They believe it is wrong to use them for own good

3. How do you determine if public relations materials are accurate and valid?

by their ethic behaviors

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

Because an animal rightist may think something is different and it will differ from the other.

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

**Table 1. Media Review**

<b>Title: North carolina puppy mill</b>	
Philosophy Presented: animals health	Shock Value Rating: 1 2 <b>3</b> 4 5
Purpose:to help animals	My Reaction: upsetting
Things I learned: something wasnt right	Reflections:
<b>Title: peta kills animals</b>	
Philosophy Presented: PETA	Shock Value Rating: 1 <b>2</b> 3 4 5
Purpose: PETA was doing something wrong	My Reaction: confused as to why
Things I learned: PETA has killed more than 34,000 animals since 1988	Reflections:
<b>Title: never be silent</b>	
Philosophy Presented: animal torture	Shock Value Rating: <b>1</b> 2 3 4 5
Purpose: to show animals were tortured	My Reaction: nothing
Things I learned: they torture animals	Reflections:
<b>Title: american meat</b>	
Philosophy Presented:	Shock Value Rating: 1 2 3 4 5

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Purpose: saying animal used for meat	My Reaction:
Things I learned:	Reflections: