

PETA: People For The Ethical Treatment Of Animals

By: Meg Barnett



PETA Advertisement

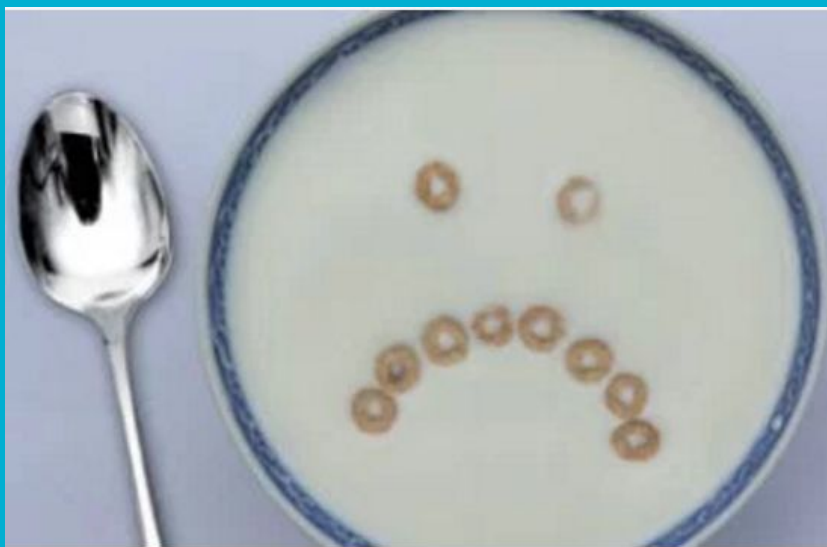


About PETA

- Animal Rights group founded in 1980
- Ingrid Newkirk & Alex Pacheco
- “Animals are not ours to eat, wear, experiment on, use for entertainment, or abuse in any way”







PETA

got autism?

**Studies have shown a link
between cow's milk and autism.**

Find out more at [**PETA.org**](https://peta.org)

Sheep Shearing Advertisement





Propaganda Techniques

- Fear
- Preemptive Framing
- Hot Potato
- Faulty Analogy
- Testimonial
- Guilt

Success of Campaign

- Huge backlash from farmers
- False information
- Danni Johnson, grew up on a farm in Australia



**'I have cut my legs worse shaving':
Young female sheep shearer defends
the farming practice after animal
rights group PETA's campaign showing
model and animal covered in blood**

Danni Johnson

I decided to create my own comparison of the campaign against wool and shearing by #PETA. Here it is.

Dear PETA - I see your naked model and your fake sheep. And I raise you, a shearers daughter who was taught how to shear by my dad, and a real sheep. I'd like to point out that my sheep is absolutely clean with no cuts, not even a little bit of blood! Next time im in the sheds ill pose naked to match your ad campaign with Joanna Krupa **#idiot**



Takeaways

- Peta intends to do good, not always seen in that way
- Use fear and guilt to gain attention
- Do not condone the use of animals for anything
- Believe firmly that everyone should adopt a holistically
vegan lifestyle

Image Sources:

https://www.google.com/search?q=peta&source=lnms&tbm=isch&sa=X&ved=0ahUKEwiYlumHoq_TAhVDEpoKHWEdCRsQ_AUIBygC&biw=1163&bih=598#imgrc=nPKC2TAELOlBrM:

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<http://www.dailymail.co.uk/news/article-3487288/Young-female-sheep-shearer-defends-farming-practice-PETA-s-campaign.html>