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”
WOULD IT KILL YOU TO GET A BEAN BURRITO?

TACO BELL ON RIGHT IN 300 FT

PETA
got autism?

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

Find out more at PETA.org
HERE’S THE REST OF YOUR WOOL COAT
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
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 sheer 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:

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