Shock Value: Media’s momentary influence on perceptions of animal agricultural issues

Beverly, M. M., S. F. Kelley, M. J. Anderson, and J. P. Cordova

Sam Houston State University ~ Huntsville, Texas
FORKS OVER KNIVES
NATURE  ANIMALS  HUMANKIND

EARTHLLINGS

MAKE THE CONNECTION
"I personally choose to go vegan because I educated myself on factory farming and cruelty to animals, and I suddenly realized that what was on my plate were living things, with feelings. And I just couldn’t disconnect myself from it any longer. I read books like “Diet for a New America” and saw documentaries like “Earthlings” and “Meet Your Meat,” and it became an easy choice for me."

- Ellen DeGeneres

I’ve been a vegan since I was about 3 years old and involved in animal rights for years. I’ve seen a number of animal rights films throughout the years, none has affected me as profoundly as Earthlings.

~ Joaquin Phoenix (earthlings.com)

"Eating for me is how you proclaim your beliefs three times a day. That is why all religions have rules about eating. Three times a day, I remind myself that I value life and do not want to cause pain to or kill other living beings. That is why I eat the way I do."

~ Dick Gregory

"Animals are not here for us to do as we please with. We are not their superiors, we are their equals. We are their family. Be kind to them."

~ Justin Timberlake

"If you knew how meat was raised, you wouldn’t eat it."

~ Justin Timberlake

"Pigs in tiny crates suffer beyond anything most of us can easily imagine... these extremely social and intelligent animals lose their minds from being denied any social or psychological stimulation at all."

~ Tom Regan

Being kind to animals is not enough. Avoiding cruelty is not enough. Housing animals in more comfortable, larger cages is not enough. Whether we exploit animals to eat, to wear, to entertain us, or to learn, the truth of animal rights requires empty cages, not larger cages.

~ Tom Regan

"Chickens, pigs, fish, and cows all feel pain just like you and I do."

~ Dick Gregory
Health Questions.....

✓ Is a meat based diet bad for your health?
  ✓ If yes, why?

✓ Are plant based diets just a societal trend/fad?

✓ Are plant based diets scientifically valid to provide a nutritionally balanced diet?

✓ Does the government influence what society eats?
  ✓ If yes, how?

✓ Is there a health difference between plant and animal based diets?

✓ Which has the greatest effect on cholesterol?

✓ Which has the greatest effect on obesity?

✓ Does your social class affect your healthy food choices?

✓ Is there a link between animal proteins and cancer?
Ethic Questions.....

- Do animals have the right to a certain quality of life?
- Ethically, do you classify companion animals differently than food animals?
- Do you approve of electric prod use on animals?  
  - Choose the animal
- Do you agree with the production practices in the veal industry?
- Do you agree with the use of gestation crates in the swine industry?  
  - List why not
- Do you think confinement animal production is a necessary part of animal agriculture?
- Is commercial fishing humane?
- Should we treat dolphins/whales and domestic meat animals differently?
- Should the government regulate slaughter techniques in the fur industry?
- Should animals be used for entertainment reasons?  
  - Choose the animal
- Do zoos serve a purpose?
- Does regulated (seasonal) hunting help the preservation of species?
Environment Questions.....

✓ At what level does animal agriculture industry adversely affect the environment?

✓ At what level are you concerned with the earth's water supplies?

✓ Should we consume less animal products to ensure environmental health?

✓ Does animal agriculture increase species extinction?
  ✓ If yes, which are at risk?

✓ Is animal agriculture causing the deforestation of the rainforest?
  ✓ At what level?

✓ Do producers of animal agriculture have the right to graze public/government lands?

✓ Can the world population be fed without animal agriculture?

✓ Can animal agriculture and the environment coexist and each still flourish?

✓ Do you agree with the food disparagement laws? (Definition: Allows a food manufacturer or processor to sue a person or group who makes disparaging comments about their food products)
MEAT—ANY MEAT—COSTS LIVES.

“It promotes intolerable suffering and disease—not only among animals, but also for many Americans by raising their risk of HEART DISEASE, DIABETES, BREAST CANCER, and EARLY DEATH.”

- Neal Barnard, M.D.
Climate Change
Scientists Concluded That Smoked Meat Causes Stomach Cancer

www.lovethispic.com
ENVIRO\NMENTAL PROBLEMS
Food - Chicken 1:

The consumption of chicken meat has been shown to increase the risk of the following cancers:
- Pancreatic cancer
- Esophageal cancer
- Non Hodgkin's lymphoma
- Follicular lymphoma
- B-cell lymphoma
- Cervical carcinoma

The consumption of 50g of chicken meat a day increases cancer risk by as much as 280%. That is nearly three times the risk for the equivalent of approximately 2 servings of chicken breast a week!

www.foodandcancer.net
MEAT IS THE NEW TOBACCO

Reduce Your Risk of 23 Types of Cancer and Other Chronic Diseases by Ditching These Two Things...

MEAT
- Bladder Cancer
- Breast Cancer
- Colorectal Cancer
- Esophageal Cancer
- Gastrointestinal Cancer
- Kidney Cancer
- Leukemia
- Lung Cancer
- Non-Hodgkin's Lymphoma
- Pancreatic Cancer
- Prostate Cancer

TOBACCO
- Acute Myeloid Leukemia
- Bladder Cancer
- Cancer of the Cervix
- Esophageal Cancer
- Kidney Cancer
- Cancer of the Larynx (Voice Box)
- Lung Cancer
- Cancer of the Oral Cavity (Mouth)
- Pancreatic Cancer
- Cancer of the Pharynx (Throat)
- Stomach Cancer

Chronic Obstructive Pulmonary Disease: ✔ ✔ ✔
Coronary Artery Disease: ✔ ✔ ✔
Decreased Bone Health: ✔ ✔ ✔
Infertility: ✔ ✔ ✔
Stroke: ✔ ✔ ✔

PhysiciansCommittee for Responsible Medicine  PCRM.ORG
6 HEALTH BENEFITS OF EATING LESS MEAT
Top Issues Affecting Our Planet

Pictured: Forest burned down for agriculture
WHY MEAT IS UNHEALTHY
In 60 Seconds
Marine Environmental Issues

Acoustic Pollution
Beaching
Marine Mammals

Ocean Acidification
and Dispersing
Coral Reefs
Environmental Issues

- Global warming
- Overpopulation
- Overfarming
- Pollution
- Climate change
- Deforestation
- Ocean acidification
- Invasive species
HAPPY HEALTHY VEGAN

World Health Organization: Meat Causes Cancer!
Earth
the place we call home
is slowly dying...
"For those who watch Earthlings, the world will never be the same." - Tom Regan

"Never doubt that a small group of thoughtful, committed people can change the world. Indeed, it is the only thing that ever has." - Margaret Mead