

# 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





A close-up photograph of a cow's face, specifically its nose and eyes, looking through a blue metal fence. The cow's face is overlaid with a semi-transparent image of the Earth (Globe). The background is a bright, golden sunset over a field. The title 'COWSPIRACY' is centered over the image, with 'COW' in white and 'SPIRACY' in yellow.

# COWSPIRACY

THE SUSTAINABILITY SECRET



**FOOD, INC.**



NATURE

ANIMALS

HUMANKIND

# EARTHLINGS

MAKE THE CONNECTION



"I personally chose 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

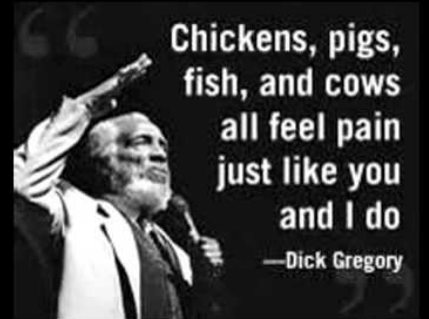
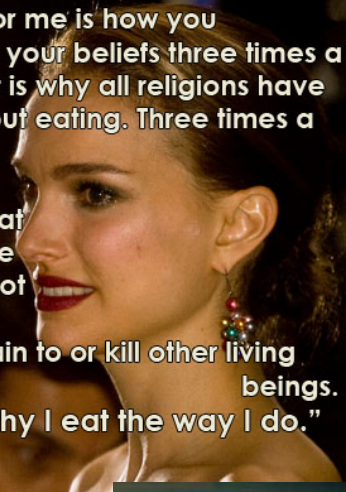


Christianity is our foe. If animal rights is to succeed, we must destroy the Judeo-Christian religious tradition.

— Peter Singer —

AZ QUOTES

"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."

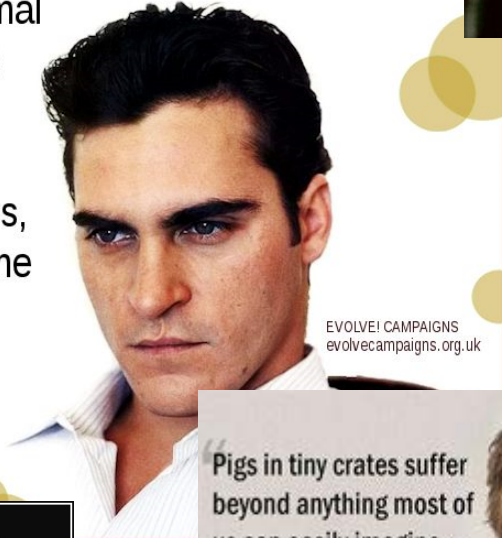


Chickens, pigs, fish, and cows all feel pain just like you and I do

— Dick Gregory

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)



EVOLVE! CAMPAIGNS  
evolvecampaigns.org.uk

"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."



COMPASSION  
OVER KILLING



"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."

Ricky Gervais, PETA's Person of

"If you knew how meat was raised..

you wouldn't eat it."

- Justin Timberlake



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 —

AZ QUOTES

# 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.**

Physicians  
Committee  
for Responsible Medicine



# Climate Change









**Scientists Concluded That  
Smoked Meat Causes  
Stomach Cancer**

[www.lovethispic.com](http://www.lovethispic.com)













# **ENVIRONMENTAL 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!











# MEAT IS THE NEW TOBACCO

Reduce Your Risk of 23 Types of Cancer and Other Chronic Disease  
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



























# 6 HEALTH BENEFITS OF EATING LESS MEAT









**HISTORY &  
HEADLINES**

## Top Issues Affecting Our Planet

Pictured: Forest burned down for agriculture







**WHY MEAT IS UNHEALTHY**

**In 60 Seconds**















A wooden cutting board with various food items: sliced salami, sliced ham, sliced cheese, and pineapple chunks. The text "MEAT & HEALTH" is overlaid in blue, with "HEALTH" underlined.

# MEAT & HEALTH

[foodinsight.org](http://foodinsight.org)



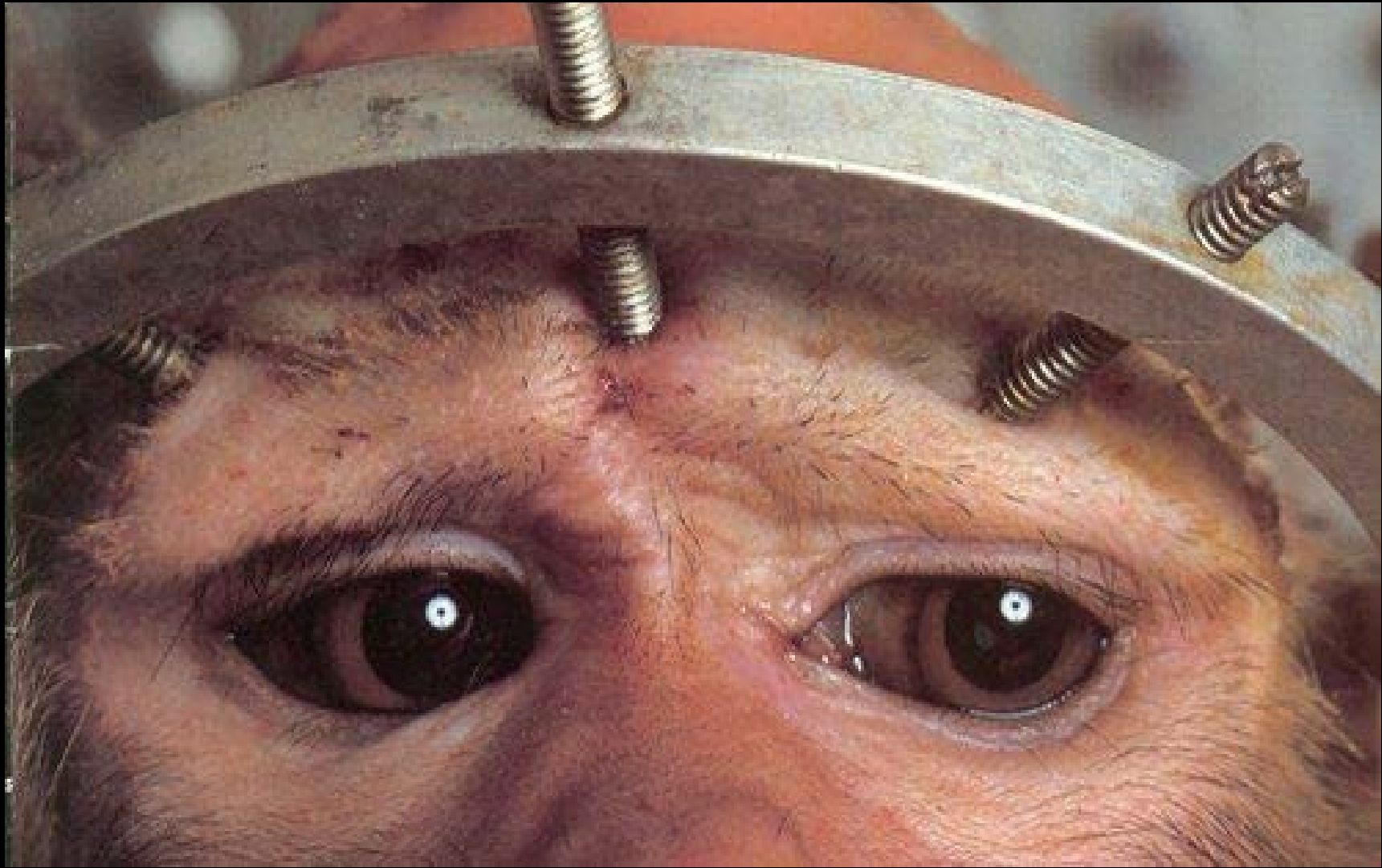
RED TANNER/AF/GETTY IMAGES



















# Marine Environmental Issues

Acoustic Pollution  
Beaching  
Marine Mammals



Ocean Acidification  
and Dispersing  
Coral Reefs







© Animal Defenders International



# Environmental

# Issues

global warming  
overpopulation  
toxic  
carbon dioxide  
degradation  
ozone  
energy  
animals  
waste  
nuclear  
CO2  
conservation  
greenhouse  
environment  
extinction  
fallout  
irrigation  
climate change  
CO2  
degradation  
waste  
endangered  
over farming  
fossil fuels  
plants  
invasive  
deforestation  
over farming  
global warming  
over farming  
habitat  
overgrazing  
energy  
pesticide  
conservation  
pollution  
conservation  
species  
oceans  
overgrazing  
sea level  
wildlife  
endangered  
energy  
oceans  
species  
plants  
deforestation  
oceans  
extinction  
sea level  
climate change  
destruction  
CO2  
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pollution  
invasive  
ozone  
degradation  
animals  
pesticide  
destruction  
species  
invasive  
ozone  
acidic  
habitat  
extinction  
endangered  
wildlife  
fallout  
ozone  
wildlife  
species  
animals  
greenhouse  
overpopulation  
overpopulation  
wildlife  
sea level  
irrigation  
pollution  
nuclear  
endangered  
wildlife  
acidic  
fossil fuels  
acidic  
species  
animals  
greenhouse  
overpopulation  
global warming  
wildlife  
sea level  
irrigation  
pollution  
nuclear  
endangered  
wildlife  
acidic  
fossil fuels  
acidic  
species  
animals  
greenhouse  
overpopulation









# **HAPPY HEALTHY VEGAN**

**World Health Organization: Meat Causes Cancer!**









# Earth

*the place we call home  
is slowly dying...*











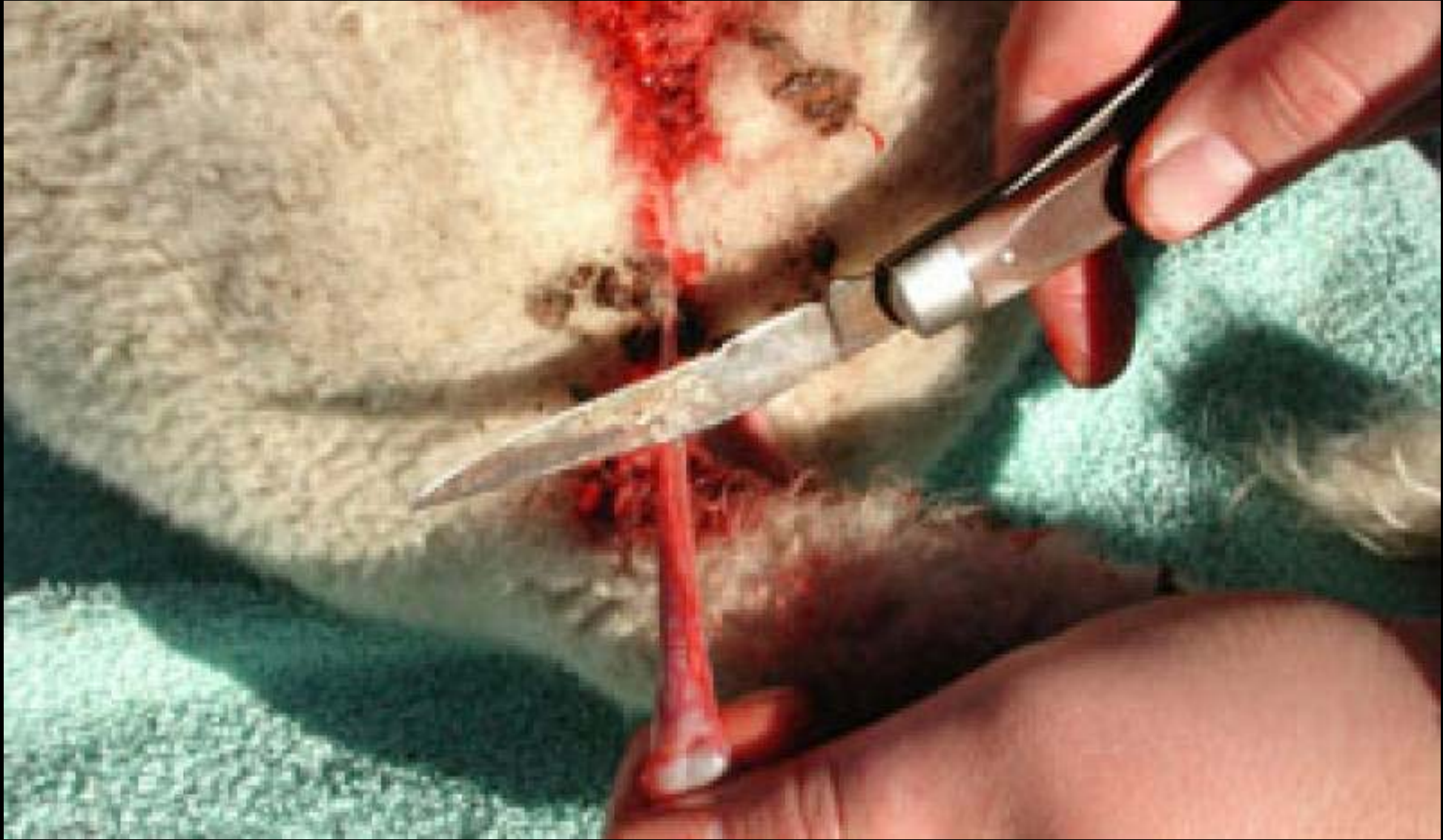
















"For those who watch Earthlings, the world will never be the same." - Tom Regan

moreforraw.com

