

Extended essay



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BUSTER**

Within these websites am going to search how PETA uses different persuasive techniques such as; “ Away’ persuasion to have an audience dislike a company or corporation, or “ Towards” persuasion to have the audience support the goal PETA wants to achieve. I will do this by looking at how it varies or uses the stylistic features, tone, mood and structure to influence the audience and purpose of the information. Thesis Statement About PETA People for the Ethical Treatment of Animals (PETA) is the world largest Animal Right organization, over 3 million members and 300 employees.

Ingrain Newsier founded the organization in 1980.

The main issues PETA tries to stop are; factory farms, clothing trade, laboratories and entertainment industries. PETA wants to mainly focus on these four as these are the areas were most animals are slaughtered and mistreated. Their first case was in 1981, called Silver Spring Monkey. The way PETA gets through to their audience is by public education, cruelty investigations, research, animal rescue, legislation, special events celebrity involvement, and protest campaigns.

For PETA to be able to stop or persuade a company to stop its animal cruelty, it needs evidence.

Therefore PETA uses undercover investigators. The videos that are recorded by these undercover agents are then used to educate the public about the four main issues. PETA also has a shelter where animals are kept when they were that are maltreated, thrown away or are abandoned. People might think that the shelter organized by the largest animal right organization

would be able to keep these animals safe and sound. The reality is that PETA euthanizes more than 90% of the animals kept in their shelters.

Most of these pets are not under the descriptions of being sick, injured or untellable.

Apart from PETA being a hypocrite, there is evidence that PETA bribes certain animal liberation groups and spokespeople, to create and uproar. Campaigns First of all in my extended essay I will be analyzing the online campaigns People for the Ethical Treatment of Animals has created. The campaigns I will be analyzing are: [http://www. McCauley. Com](http://www.McCauley.Com) – Mac Cruelty [http://bloodsucker.](http://bloodsucker.com)

[Com- Bloody Barberry http://www. Counterproductive. Com](http://www.Counterproductive.Com) -Kentucky Fired Cruelty choose these three campaigns, because the companies that are being targeted are very large and popular.

All three of the companies have animals involved in their business, and if the public found out that they maltreat the animals it might affect their businesses. Therefore am going to look at how each campaign is specifically targeted at the companies and how it might deteriorate them. The Front page of PETA To follow up in my essay I will be writing about the front page of Petal's website.

The front page in any business is crucial. The information received from our first impressions makes that small difference to keep on reading or not.

There are a many factors that take action. For example: the style of language; the mood created, literary features used and other factors. Other components that can have an affect are the visual stimuli.

How certain images attract people's attention, and have them hooked to what they are seeing is. Therefore Petal's front page is a great example due to the fact that most of heir members join because of the information they transmit. Use of Persuasion The final investigation will be analyzing the general forms of persuasion PETA uses in their website.

Persuasion has a great amount of importance when an audience wants to have an opinion or action towards the information. In addition to that will also investigate if any of these persuasive skills have ended up being successful to what they were aimed to do. McCauley This is a campaign directed at McDonald's, the worlds largest fast food restaurant, was launched in October 1999.

The main idea of the campaign is o have McDonald's change its slaughter methods, to a less cruel slaughter method called Controlled-Atmosphere Killing (CA).

The idea with the CA is to extract the oxygen from tanks and leave the birds to suffocate. There is no law made that slaughterhouses should oblige by these methods, as the courthouse believes that CA is also a cruel method as they are being choked alive. Instead of using the method McDonald's uses that is by shocking the birds and then have their throats slit when they are unconscious. PETA wanted to catch the audience's attention and they did it cleverly by placing the word " Dona's" with " Cruelty'.

With this change people can relate the beginning of the word “ Mac” with McDonald’s and then accompany it cruelty, which will make the audience think why is the largest fast food company being accused of cruelty.

Petal’s McCauley campaign begins with a front page that has the same visual features as McDonald’s. The red and yellow that McDonald’s uses are the first attributes you see in the McCauley campaign. The yellow ‘ M’, is to represent the famous Golden Arches. PETA has taken the golden arches one step further. They have added an animated angina chicken with its throat cut open dripping blood.

The chicken is supposed to represent the many birds that are slaughtered inhumanely by McDonald’s. It is also visible to see that the titles in red seem a little scratched or wasted. This is because these features are also included in the original McDonald’s packaging for the meals, to make the paper bag look more natural and organic. PETA is adding all these features to the campaign so that the audience can relate this campaign to McDonald’s visually. The audience this campaign is reaching to is the general population. PETA is trying to tell everyone about the backstage of McDonald’s.

The campaign though has different types of audiences with more or less interest to the information given than others. These could be people such as: vegans, animal rights activists, politicians, veterinary and other groups that are interested in the welfare of animals. This information could be taught to young children, used to create protests against McDonald’s. McDonald’s catchy slogan “ I’m loving’ it” is used throughout the entire world. It is simple and everyone can understand it.

Petal's campaign then used their tick slogan to warn people about the mishandling of these birds, " I'm Haiti' it".

The purpose of this is the same as when they changed the name of the campaign to " Insecurity", to make the audience quickly have an insight to what the campaign is going to involve. On the left hand side under the golden arches with the slogan, PETA has created 4 small phrases for different pages of the campaign to make the reader think about the cruelties that McDonald's is doing. " It's Mighty Cruel", " GO The Extra Mile", " There's More Than One Method", and " TO Torture or not to Torture". These phrases are not more than 6 large bolted words each, the words are colored in either yellow or light grey.

These features are used in the McDonald's meal boxes to describe the burger.

PETA has added a few more visual details though. In these phrases it is possible to see that they odd. These odd features would describe as bloodstains or blood splatter. This would be because the campaign is to show cruelty and within cruelty there is blood. This blood I would assume comes from the slaughtered chicken in the golden arches.

Therefore PETA has decided to use their own replica details and phrases to describe the slaughtering.

The phrases used by PETA are meant to be recognizable and familiar. The first phrase used in the home page " It's Mighty Cruel" is replicated from the original " It's Mighty Tasty' by McDonald's to describe its Big Mac. Then for

the second part of the website ' McDonald's Cruelty' the phrase used is " TO Torture Or Not TO Torture". Immediately this phrase will remind you of the famous quote ' ' To be, or not to be" by William Shakespeare.

The phrase is also very well picked as it describes what happens inside the slaughterhouse.

The workers themselves actually have the decision to whether they want to treat the chicken with care and make sure that before and at the moment of being slaughtered it is not being damaged. Or it can just treat it as if it was just a thing and had no feelings. The third phrase " There Is More Than One Method" is in the fourth weapon Take Action'. The irony with this phrase is that in this campaign what PETA wants McDonald's to do, is adopt the CA method and not any other methods.

Therefore when PETA uses the phrase, it is more to catch the attention of the audience rather than describing the campaign.

The last phrase that PETA used in their campaign is " Go The Extra Mile". This phrase was not in the main areas in the top bar, it was in a subsequent page. This is also a phrase PETA has used from McDonald's, although McDonald's phrase is " Going That Extra Mile". The two phrases clearly have different meaning and they both have significance to the message they are trying to transmit.

From McDonald's point of view that extra mile is literally that extra mile the consumer has to transport to get a McDonald's meal. For driving that extra mile the consumer will enjoy and savor its meal more.