

Framing: people for the ethical treatment of animals

[Science](#), [Social Science](#)



The paper "Framing: People for the Ethical Treatment of Animals" is a wonderful example of an assignment on social science.

Framing involves the understanding of social construction created by mass media or any specific organizations. In sociology, it basically interprets an action emotionally while in psychology, it is focused on the conditions of a milieu. The idea that relies on framing depends on the interpretation of the frame such as raising an arm and waving the hand; in a physical frame, it may appear that the person is just raising a hand or stretching perhaps, while in a social frame it means waving goodbye.

The term is largely used in sociology and psychology. It may be represented by a movement or an organization that affects the way people think about a certain thing like a social movement for animal rights, women and other (De Martino et al., 2006).

For example, People for the Ethical Treatment of Animals (PETA), a social movement that defends the rights of animals to live freely in this world. It has millions of supporters that cater to the campaign against using animals for the benefit of humans such as eating them, killing, using their skins as fabrics, etc.

In this picture, the model is caged and body-painted like a tiger. For some people who do not know about the campaign, it looks like a nude girl posing for a picture. But in a social frame, it represents how animals are being caged and how people take their freedom to live a normal life.

"Relate to who's on your plate"- this slogan frames what they really want to depict on the picture. The social movement gives empathy to the animals being killed to serve as food and tries to influence the emotional outlook of

people killing animals.

PETA advocates on stopping animal cruelty through celebrities, extensive researches, events, protest campaigns and other to inform the public.