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Language, Power and the Social Construction of Animals

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This paper describes how language contributes to the oppression and exploitation of animals by animal product industry. Critical Discourse Analysis, a framework usually applied in countering racism and sexism, is applied to a corpus of texts taken from mass confinement and slaughter of animals in intensive farms depend on the implicit consent of the population, and animal products produced in this way. Ideological assumptions embedded in everyday discourse and that of the animal products produced in this way. Ideological assumptions embedded in everyday discourse and that of the animal products produced in this way. Through analysis of texts, this paper attempts to expose these assumptions and discuss the domination and exploitation of animals.

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