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

The "Disgusting" Spider: The Role of Disease and Illness in the Perpetuation of Fear of Spiders
Author: Graham C. L. Davey

Anthropomorphism and Anthropomorphic Selection—Beyond the "Cute Response"
Author: James A. Serpell
More Than a Furry Companion: The Ripple Effect of Companion Animals on Neighborhood Interactions and Sense of Community

Authors: Lisa J. Wood; Billie Giles-Corti; Max K. Bulsara and Darcy A. Bosch
and learning, the Association, at first glance, is likely.

Discursive psychology and discourse analysis, the seal takes the seal into account.