

Academic Year/course: 2021/22

31974 - Critical Animal and Media Studies

Syllabus Information

Academic Course: 2021/22

Academic Center: 801 - Masters Centre of the Department of Communication

Study: 1011 - Master in International Studies on Media, Power and Difference

Subject: 31974 - Critical Animal and Media Studies

Credits: 7.5

Course: 1

Teaching languages:

Theory: Group 1: English

Teachers: Nuria Almiron Roig

Teaching Period: Second Quarter

Presentation

This subject aims to identify the main ethical issues involved in media coverage, advocacy, advertising and public relations, or any other form of communication, regarding human exploitation of other animals and animals in nature. The course particularly stresses intersections amongst oppressed nonhuman animals, oppressed humans and the crisis of ecological systems.

Critical animal studies have emerged as a growing field of inquiry in the last decade. This subject will focus on the many important contributions that have already been made by the recent merging of the fields of critical animal studies and critical media studies (critical animal and media studies or CAMS). 'Critical animal studies' (CAS) refers to interdisciplinary scholarship grounded in the ethical exploration of our treatment of other species and their rights and interests. 'Critical media studies' (CMS) refers to media studies with a critical approach, such as cultural studies of media representations or the political economy of communication. Both fields, CAS and CMS, are deeply committed to abolishing systems of domination.

This subject offers a critical exploration of how and why the media and communication strategies assign various roles and values to non-human species in contemporary Western society, as well as of the consequences for the living conditions of animals and humans alike. It will look at innovative critical animal studies research primarily in the field of media and communication studies, as well as key research from disciplines such as sociology, philosophy, cultural studies, biology, ethology, neuroscience, gender studies, colonialism, and critical race studies, in order to provide students with an initial grounding in the field of CAMS.

The subject aims to identify the main ethical issues involved in media practices regarding human exploitation of other animals and animals in nature, as well as examples of effective practice with a view to deriving transferable academic and professional lessons.

Learning outcomes

By the end of the subject, students should be able to:

- Critically assess and contribute to the most relevant current debates concerning media production, representation, cultural consumption and diversity.
- Assess the keys to interpreting globally unjust phenomena related to the distribution of power.
- Define, evaluate and critique the different conceptual frameworks for diversity and communication policy, as well as the resulting media practices.
- Identify the ways in which difference and diversity are experienced and projected in socio-political and cultural contexts.
- Conceive of and produce flexible and fluid texts on difference and diversity from an ethical perspective.
- Critically analyse the communication phenomena surrounding the issue of difference and diversity.
- Incorporate inclusive communication techniques into their daily production routines.
- Apply inclusive communication techniques to the design of action proposals based on respect for difference and diversity.
- Identify and critically evaluate the clues to interpreting communication phenomena related to the issue of difference and diversity.

Contents

I. INTRODUCTION:

- Why do nonhuman animals matter?
- Why do other animals matter in media and communication studies?

II. REPRESENTATION:

- The political economy behind the representation of other animals
- Mediating in cultural practices
- The ethics of nonhuman animals' representation

III. RESPONSIBILITY:

- Respectful media representation.
- Advocacy & Activism
- Prospects for change

Teaching Methods

The course will consist of a combination of:

- Practical and theoretical class presentations by the professor and guest speakers
- In-class discussions in which readings and case studies will be discussed
- Film/documentary screenings
- Personal enquiry, individual research and readings
- Practical workshops

Evaluation

The course relies on the active, committed participation of all students and we expect everybody's presence in all sessions (remember that 80% of attendance is compulsory, students missing more than two sessions per module must provide satisfactory evidence).

This course has two main types of tasks:

- **Course paper (60%)**
- **In-class activities (40%)**

Bibliography and information resources

BASIC BIBLIOGRAPHY OF THIS COURSE

Almiron, Núria; Cole, Matthew; Freeman, Carrie P. (Eds.). 2016. *Critical Animal and Media Studies: Communication for Nonhuman Animal Advocacy*. New York: Routledge.

Nibert, David. 2017. *Animal Oppression and Capitalism. Volume I: The Oppressive and Destructive Role of Capitalism & Volume II: The Oppression of Nonhuman Animals as Sources of Food* Santa Barbara, CA: Praeger.

RECOMMENDED BOOKS BY THEMES

Advocacy and activism

Freeman, Carrie P. 2014. *Framing Farming: Communication Strategies for Animal Rights*. New York: Rodopi.

Garmendia da Trindade, Gabriel & Woodhall, Andrew (Eds.). 2016. *Intervention or Protest: Acting for Nonhuman Animals*. Wilmington, DE: Vernon Press.

Joy, Melanie. 2008. *Strategic Action for Animals: A Handbook on Strategic Movement Building, Organizing, and Activism for Animal Liberation*. New York: Lantern Books.

Kemmerer, Lisa (ed.). 2015. *Bear necessities. Rescue, rehabilitation, sanctuary, and advocacy*. Leiden: Brill.

Phelps, Noam. 2007. *The Longest Struggle: Animal Advocacy from Pythagoras to PETA*. New York: Lantern Books.

Stallwood, Kim. 2014. *Growl. Life Lessons, Hard Truths, and Bold Strategies from an Animal Advocate*. New York: Lantern Books.

Animal ethics and Political philosophy

Best, Steven. 2014. *The Politics of Total Liberation: Revolution for the 21st Century*. New York: Palgrave Macmillan

Cochrane, Alasdair. 2018. *Sentientist politics. A theory of global inter-species justice*. Oxford: Oxford University Press.

Donaldson, Sue & Kymlicka, Will. 2013. *Zoopolis: A Political Theory of Animal Rights*. Oxford: Oxford University Press.

Dunayer, Joan. 2004. *Speciesism*. Derwood, Maryland: Ryce Publishing.

- Gruen, Lori. 2011. *Ethics and Animals: An Introduction*. Cambridge: Cambridge University Press.
- Gruen, Lori. 2015. *Entangled Empathy: An Alternative Ethic for Our Relationships with Animals*. New York: Lantern Books.
- Kemmerer, Lisa. 2012. *Animals and World Religions*. Oxford: Oxford University Press.
- Kemmerer, Lisa & Nocella, Anthony J. II (Eds.). 2011. *Call to Compassion. Religious Perspectives on Animal Advocacy*. New York: Lantern Books.
- Regan, Tom. 2004. *Empty Cages: Facing the Challenge of Animal Rights*. Oxford: Rowman & Littlefield Publishers.
- Regan, Tom. 2004. *The Case for Animal Rights*. Los Angeles, CA: University of California Press.
- Singer, Peter. 2002. *Animal Liberation*. New York: Harpers Collins [1975].
- Singer, Peter. (Ed.). 2006. *In Defence of Animals: The Second Wave*. Malden, MA: Blackwell.
- Singer, Peter & Mason, Jim. 2006. *The Ethics of What We Eat. Why Our Food Choices Matter*. Emmaus, Penn: Rodale Books.

Critical Animal Studies

- DeMello, Margo. 2012. *Animals and Society: An Introduction to Human-Animal Studies*. New York: Columbia University Press.
- Matsuoka, Atsuko & Sorenson, John (eds.). 2018. *Critical animal studies. Towards trans-species social justice*. New York: Rowman&Littlefield.
- McCance, Dawne. 2013. *Critical Animal Studies: An Introduction*. New York: Sunny Press.
- Nocella II, Anthony .J., Sorensen, John, Socha, Kim & Matsuoka, Atsuko (Eds.). 2014. *Defining Critical Animal Studies: An Intersectional Social Justice Approach for Liberation*. New York: Peter Lang.
- Taylor, Nik & Twine, Richard (eds.). 2014. *The Rise of Critical Animal Studies. From the Margins to the Centre*. London: Routledge.

Intersections

- Adams, Carol J. 2013. *The Sexual Politics of Meat: A Feminist-Vegetarian Critical Theory*. New York: Bloomsbury [1990].
- Adams, Carol J. & Gruen, Lori. 2014. *Ecofeminism: Feminist Intersections with Other Animals & the Earth*. New York: Bloomsbury.
- Almiron, Núria & Xifra, Jordi. 2020. *Climate change denial and public relations. Strategic communication and interest groups in climate inaction*. London: Routledge.
- Cole, Matthew & Stewart, Kate. 2014. *Our Children and Other Animals. The cultural Construction of Human-Animal Relations in Childhood*. London: Ashgate.
- Flynn, Clifton P. 2012. *Understanding Animal Abuse. A Sociological Analysis*. New York: Lantern Books.
- Kemmerer, Lisa. 2015. *Eating Earth: Environmental Ethics and Dietary Choice*. Oxford: Oxford University Press.
- Kemmerer, Lisa. (ed.). 2011. *Sister Species. Women, Animals, and Social Justice*. Urbana, Chicago: University of Illinois Press.
- Ko, Aph & Ko, Syl. 2017. *Aphro-ism. Essays on Pop Culture, Feminism, and Black Veganism from Two Sisters*. New York: Lantern Books.
- Patterson, Chris. 2002. *Eternal Treblinka: Our Treatment of Animals and the Holocaust*. New York: Lantern Books.
- Spiegel, Marjorie. 1996. *The dreaded Comparison: Human and Animal Slavery*. New York: Mirror Books.

Mediating in cultural practices

- Almiron, Núria, Cole, Matthew & Freeman, Carrie .P. 2016. *Critical Animal and Media Studies: Communication for Nonhuman Animal Advocacy*. New York: Routledge.
- Chris, Cynthia. (2006). *Watching Wildlife*. Minneapolis: University of Minnesota Press.
- Dunayer, Joan. 2001. *Animal Equality: Language and Liberation*. Derwood, Maryland: Ryce Publishing.
- Hargrove, John & Chua-Eon, Howard. 2015. *Beneath the Surface: Killer Whales, SeaWorld, and the Truth Beyond*

Blackfish. St. Martin's Press.

- Knight, Andrew. 2011. *The Costs and Benefits of Animal Experiments*. New York: Palgrave Macmillan.
- Malamud, Randy. 2012. *An Introduction to Animals and Visual Culture*. New York: Palgrave Macmillan.
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- Molloy, Claire. 2013a. *Popular Media and Animals*. New York: Palgrave Macmillan
- Neiwert, David. 2015. *Of Orcas and Men: What Killer Whales Can Teach Us*. The overlook Press.
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- Plec, Emily (Ed.). 2013. *Perspectives on Human-Animal Communication: Internatural Communication*. New York: Routledge.
- Stibbe, Arran. 2012. *Animals Erased. Discourse, Ecology, and Reconnection with the natural World*. Middletown, CT: Wesleyan University Press.
- Twine, Richard. 2010. *Animals as Biotechnology. Ethics, Sustainability, and Critical Animal Studies*. London: Earthscan.

Political economy, psychology and sociology

- Adams, Carol J. 2015. *The Pornography of Meat*. New York: Lantern Book [2003]
- Flynn, Clifton. P. 2012. *Understanding Animal Abuse: A Sociological Analysis*. New York: Lantern Books.
- Hribal, Jason. 2011. *Fear of the Animal Planet: The Hidden History of Animal Resistance*. Chico, CA: Ak Press.
- Joy, Melanie. 2010a. *Why We Love Dogs, Eat Pigs, and Wear Cows: An Introduction to Carnism*. San Francisco, CA: Conari Press.
- Nibert, David. 2002a. *Animal Rights/Human Rights: Entanglements of Oppression and Liberation*. New York: Rowman/Littlefield Publishers.
- Nibert, David. 2013. *Animal Oppression & Human Violence: Domesecreation, Capitalism, and Global Conflict*. New York: Columbia University Press.
- Pachirat Timothy. 2011. *Every Twelve Seconds. Industrialized slaughter and the Politics of Sight*. London: Yale University Press.
- Socha, Kim & Blum, Sarahane (Eds.). 2011. *Confronting Animal Exploitation*. London: McFarland.

Sentience & cognition

- Bekoff, Marc. 2007. *The Emotional Lives of Animals*. Novato, CA: New World Library.
- Bekoff, Marc. 2013. *Why Dogs Hump and Bees Get Depressed*. Novato, CA: New World Library.
- Bekoff, Marc & Pierce, Jessica. 2009. *Wild Justice: The Moral Lives of Animals*. Chicago: The University of Chicago Press.
- De Waal, Franz. 2016. *Are we Smart Enough to Know How Smart Animals are?* New York: Norton & Company.
- Hribal, Jason. 2010. *Fear of the animal planet. The hidden history of animal resistance*. Okland, CA: Petrolia.
- Masson, James M. & McCarthy, Susan. 1995. *When Elephants Weep: The Emotional Lives of Animals*. New York: Delta Book.
- Safina, Carl. 2015. *Beyond Words: What Animals Think and Feel*. New York: Picador.