ABSTRACT

THESIS PROJECT: A Critical Analysis of Undercover Slaughter Footage

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PAGES: 65

Factory farms are a successful invention from the Industrial Revolution because they contribute to America’s economy, providing thousands of jobs and tons of food. However, they also contribute to three of our country’s critical issues including, animal welfare, America’s health (and health care costs), and climate change. That is why undercover investigators act as factory farm employees and use hidden camera technology to secretly live stream the slaughter of animals for food. They upload this footage to the Internet, where it is freely shared and while it is most likely effective in turning viewers against factory farms, there is reason to believe it can also cause psychological damage to viewers and even make them violent. This research paper presents a critical analysis of undercover slaughter footage’s benefits and consequences. It is beneficial, because it directly combats the propagandist messages put forward by capitalists who own factory farms. It is consequential, because it can cause viewers to take on psychological damage and violent behaviors.