

Elena Lazutkaitė

Re/Thinking Chickens

The Discourse around Chicken Farming in British Newspapers and Campaigners' Magazines, 1982 - 2016

SERIES IN COMMUNICATION

"Re/Thinking Chickens: The Discourse around Chicken Farming in British Newspapers and Campaigners' Magazines, 1982 - 2016" by E. Lazutkaitė is a thorough critical analysis of the problems surrounding the representation of farmed chickens in print media. While the book will gather the most interest from specialists in the field, the clear language and structure make it accessible for a broader audience, such as animal welfare campaigners. Early introduction of problematic language helps frame the rest of the manuscript and clearly sets out the author's position and objectives. Previous publications are analysed critically, with further information added where possible. The strongest point of the book is the use of both qualitative and quantitative methods to provide an in-depth analysis that accurately identifies the major issues in the representations of farmed chickens and answers the research questions. Additionally, positive discourse analysis is incorporated in the study, highlighting the positives across the included sources and further opportunities for challenging the status quo to improve chicken welfare in the long term. The unique design of the study makes it valuable for future efforts across the social sciences.

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Summary

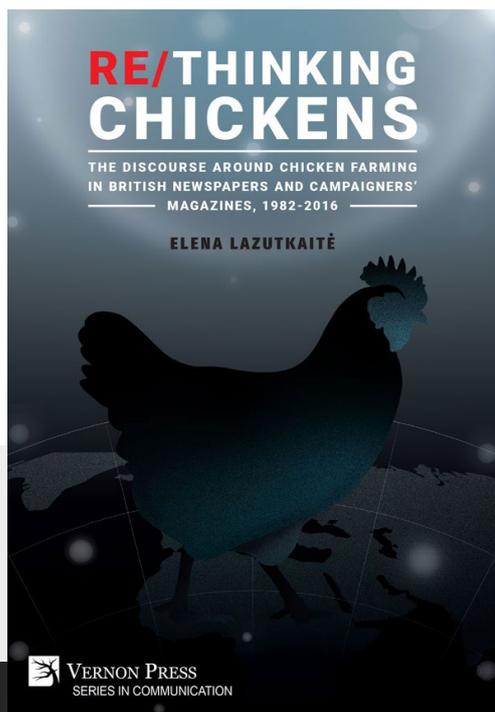
"Re/Thinking Chickens: The Discourse around Chicken Farming in British Newspapers and Campaigners' Magazines, 1982–2016" has major social relevance as it focuses on one of the most forgotten and yet most exploited farmed animals, chickens, who now have a combined mass exceeding that of all other birds on Earth. Dr Elena Lazutkaitė demonstrates that the planet's most numerous birds, with a population of 23 billion at any one time, are trivialised in public discourse.

This book applies the analytical framework of Critical Discourse Analysis in combination with corpus linguistics tools to present a detailed empirical case study. In total, the study corpus comprises 1754 texts published over the period of 34 years in broadsheets The Guardian and The Daily Telegraph, tabloids the Daily Mirror and the Daily Mail (including their Sunday editions Sunday Mirror and Mail on Sunday) and magazines produced by animal advocacy groups Compassion In World Farming and

Animal Aid. This book will be of particular interest to university students of critical animal studies, human-animal studies, discourse studies, cultural studies, communication studies, sociology, (eco) linguistics, in addition to animal advocacy groups and media practitioners.

About the author

Dr Elena Lazutkaitė is a transdisciplinary researcher and communicator committed to social change. Her passion for animals and nature motivated her to obtain a BSc in Veterinary Science and an MSc in Animal Welfare and Conservation. In 2014, Elena was awarded a PhD studentship in Critical Theory and Cultural Studies at the University of Nottingham. Her PhD thesis was a part of the interdisciplinary Cultural and Scientific Perceptions of Human-Chicken Interactions project, which brought together six universities and researchers from a wide range of countries and disciplines to examine the social, cultural, and environmental impact of this important but under-researched species. Dr Lazutkaitė's current and most recent work revolves around the increasingly visible connections between human, other animal, and ecological health. In her book *Re/Thinking Chickens: The Discourse around Chicken Farming in British Newspapers and Campaigners' Magazines, 1982–2016*, Dr Lazutkaitė eloquently combines the knowledge from veterinary and animal sciences with critical animal studies to examine media's construction of chicken farming.



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SUBJECTS Sociology, Ethics and Moral Philosophy, Cultural studies

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