

Speciesism in Advertising: A Critical Discourse Analysis

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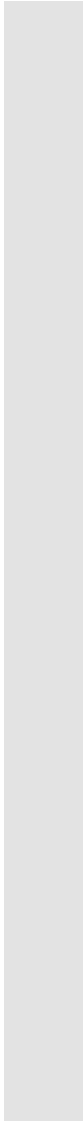

TV
advertisements
as a form of
multimodal
discourse

Habitual format of a communicative action

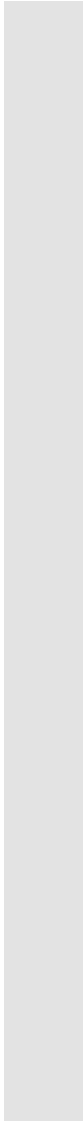

Problem	Solution
'insects breaking into the human home'	'use of insecticide'

Fundamental theoretical and methodological framework

- Multimodal critical discourse analysis (Kress and van Leeuwen 2006; Machin 2007)
 - Social actors theory (van Leeuwen 1996, 2008)



All levels of communication are shaped by power relations and ideologies, not just language.



Multimodality refers to the integrated use of different semiotic resources (e.g. language, image, sound, music) in texts and communicative events.

Multimodal critical discourse analysis:

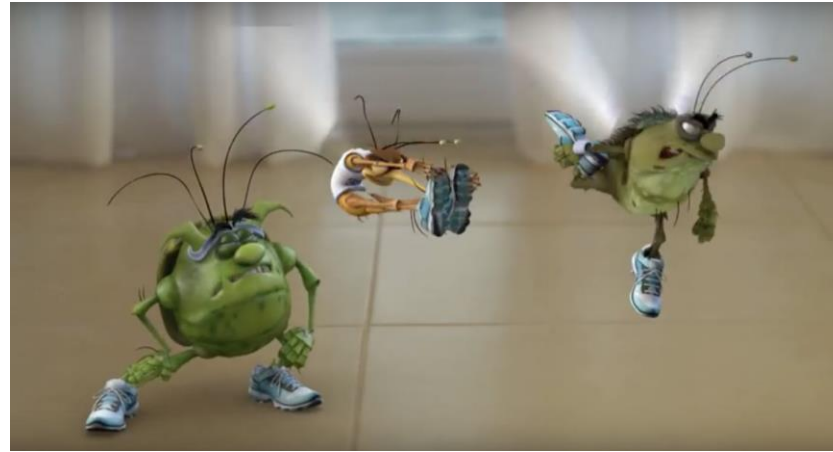
- a systematic model for the study of the intersemiotic relationships between modes
- examines the maintenance and legitimation of inequality, injustice and oppression in multimodal texts

Visual
categorization
of human and
animal actors



Raid One Shot Fly Spray

Anthropomorphic
construction of
insects'
intentional and
planned attack



Baygon Commercial Advert



Mortein NaturGard Auto Protect Indoor Odourless



Baygon Insecticide

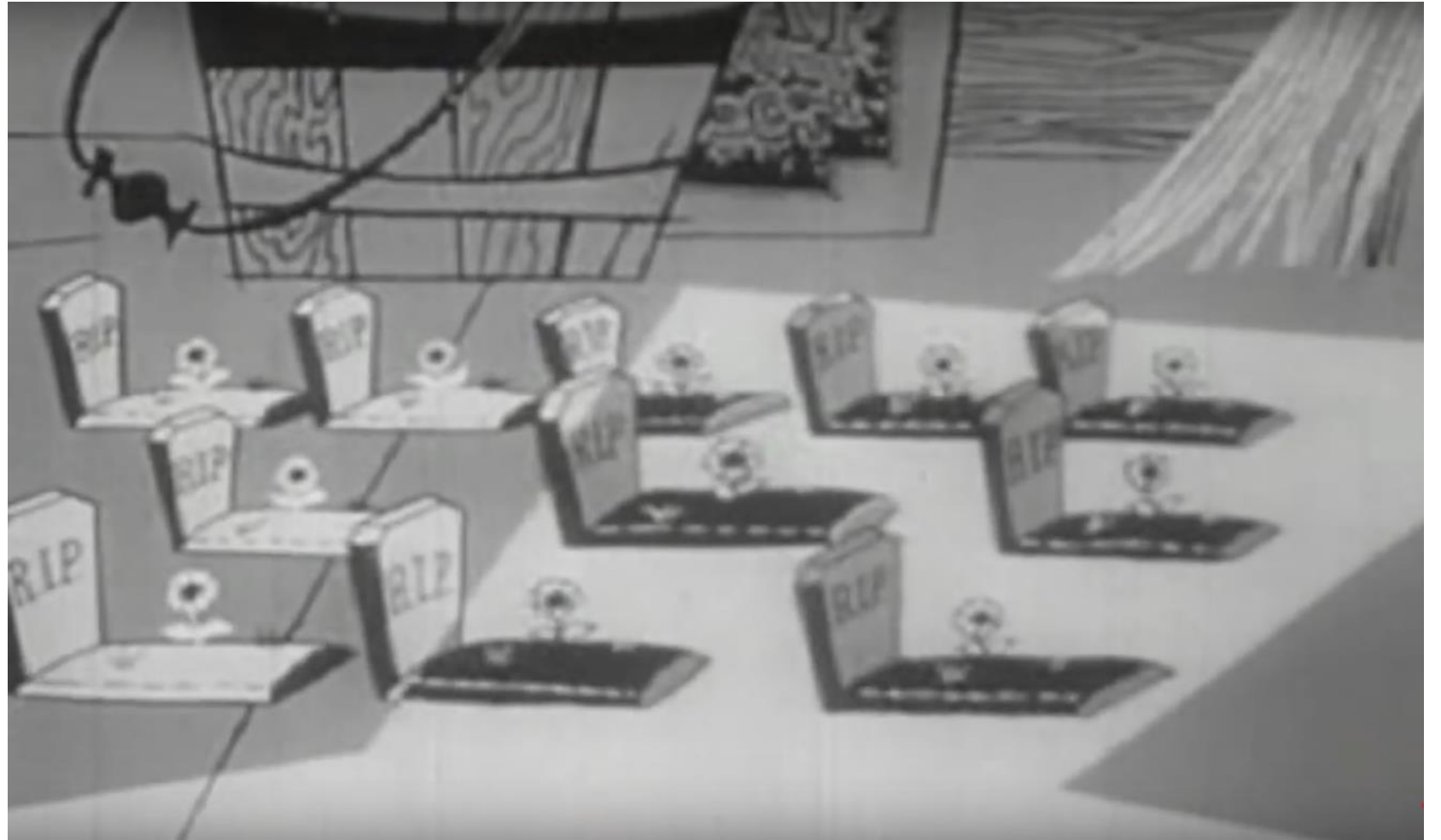


Raid Laminitas

*Raid Original
Commercial
(1956)*



*Raid Original
Commercial
(1956)*





*Raid Television
Commercial
(1990s)*



Changes in
insecticide
advertisement
in the context
of corporate
capitalism

<i>Raid Original Commercial (1956)</i>	<i>Raid Television Commercial (1990s)</i>
Topos of disadvantage	Topos of danger and threat
,The fact that insects are in the human home is harmful and annoying and therefore they must be destroyed'	,Insects threaten the safety of human home and family'

“Beings from the edge of perception“

(Jure Detela)

Double discursive purpose of anthropomorphic and animated representation of insects in insecticide advertisements:

- attribution of negative characteristics
- erasing the insects as real beings from human consciousness

*„Flies have a right to more than life, they have
a right to be curious.“*

(Djuna Barnes, *The Dove*)