INTERNATIONAL BACCALAUREATE

EXTENDED ESSAY

English A Category 3

Title: An analysis of RSPCA campaigns in Britain, "a nation of animal lovers", which led to legislated changes.

Research Question: How are advertising techniques used in specific campaigns against cruelty to animals?

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Introduction

Animal cruelty is a present trouble all around the world and it has been like this for hundreds of years; thanks to many campaigns and groups of people willing to make a change, the truth of animal cruelty has been shared to the world and reduced. All this was done by the help of, not only: groups, campaigns and companies, but most importantly by the media which allows all this to travel and be spread around the world more easily. This is why I will analyze “How are advertising techniques used in specific campaigns against cruelty towards animals? By taking a look into two specific RSPCA campaigns in Britain: “a nation of animal lovers” that led to legislated changes.”

The Royal Society for the Prevention of Cruelty to Animals (RSPCA) is an animal welfare charity, and they work to ensure a safe live for animals free from pain and suffering.
RSPCA was created in 1894 and since then, they are working in their teams of England and Wales to protect the animals throughout the use of the law. Actually they were the first to introduce a law to protect animals. They help not only by protecting animal but also by rehabilitation methods and curing them.¹ Their

¹ RSPCA.ORG “About Us”
mission is "as a charit\(\text{will}\)by all lawful means, prevent cruelty, promote kindness to and alleviate suffering of all animals."\(^2\)

They have four types of animals that they are most dedicated to, these are: farm animals, wildlife animals, pets and animals in laboratories.

This essay will examine the way in which RSPCA uses advertisement effectively to have an effect in the audience and fight against animal cruelty. For this I will be analysing two specific campaigns, which are "Makeover the World", and "The Big Stop-Circuses are not fun for Animals".

I analysed five advertisement images analysing mainly elements, colours, message and effect in the audience; one of which was from a different organisation, "Peta", but was about the same legislation campaign. Also I analysed two social medias, which were Facebook and Twitter, and how they are a very important part of our daily lives; I included some images I also analysed. I took a look at the mass media, which is a very important element nowadays; I investigated how RSPCA uses the media and how it is effective for the message to disseminate much faster.

"Makeover the World" is a campaign that focuses on the animals that suffer by being tested with makeover and cosmetics; a problem which is less common nowadays, but still thousands of animals still suffer because of human beauty. About 27,000 animals are still being tested with cosmetics; these include: mice, rabbits and rats. This has been banned in 2009 in United Kingdom, but it is still present in many other countries; since many countries make this testing mandatory to prevent damages in humans.\(^3\)

The second campaign, "Circuses are not fun for animals" focuses on wild animals, which are forced and mistreated to perform in circuses. Their natural needs are not fulfilled and the environment in which they have to live and transport is really cruel, they are always cramped up in small places to live and are forced to train and

\(^2\) RSPCA.ORG "Our Mission"
\(^3\) RSPCA.ORG "Makeover the World"
perform. In March 2012 the Westminster Government announced they would ban wild animals in circuses; but they have still not accomplished what they promised.  

Animal Cruelty

Very few people realize what animal cruelty is and how it happens. I can start by giving the definition of animal cruelty found in Blacks Law Dictionary:

The infliction of physical pain, suffering or death upon an animal, when not necessary for purposes of training or discipline or (in the case of death) to procure food or to release the animal from incurable suffering, but done wantonly, for mere sport, for the indulgence of a cruel and vindictive temper, or with reckless indifference to its pain.

Basically the main point or idea we can take out of this definition is that animal suffering is the mistreatment of animals through physical pain in unnecessarily situations. This is practiced in all kinds of animals and in all kinds of activities like: hunting, fishing, in some cases milking, fur farms, animal training, animal testing for products, farmed meat, even pet caring.

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4 RSPCA.ORG “The Big Stop”
5 THELAWDICTIONARY.ORG “Animal Cruelty Definition”
Analysis of Advertisements

Analysis #1:

The first advertisement I will analyse, Figure 1, is the logo of the campaign "Makeover the world". The image is an outline sketch of the continents which represents that the campaign is around the whole world; at the side of the continents there is a pink lipstick and the sketch is on pink so we could assume that the drawing was made with the lipstick, and this represents that the campaign is on make-up and cosmetics. The background colour is white and the drawing is made in pink so it really stands out. The image has no verbal language so it is not giving a direct message to the receiver.

This is more a logo than an advertisement, but I still think it is very effective the way in which they made the name of the campaign in a drawing; plus it is appealing to the eye since the colour stands up a lot and it is, in my opinion, a nice feminine colour.

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RSPCA.ORG "Makeover the World"
Analysis #2:

This next advertisement, Figure 2, is for the campaign helping circus animals. This image has a dark blue background and in a second layer there is a yellow tent, which we could say is actually a circus tent and in the first layer we see the message “THE BIG STOP” in blue, and the letter “S” is changed by an elephant’s trunk; the elephant is red and is coming out of the tent. The whole campaign uses these three colours (red, yellow, and blue) mainly on their advertisements, which also are the primary colours and very common, popular colours in the everyday use. The verbal message used in this advertisement is a play of words. The word “Big” is a common word used in circuses’ names connecting the name of the campaign with the suffering of animals in circuses. The word “Stop” is an imperative verb, which gives a more serious tone and engages the reader. The use of red for the letter “S”; captures the attention of the audience; and even more that it is an elephant to give the presence of a circus animal. The intended audience for this image is basically anyone who has the

7 THEGOODAGENCY.CO.UK “RSPCA - Big Stop” (thegoodagency)
ability to read. Adults and children can understand it, since the words are simple and the message is short but gives the idea straight up.

**Analysis #3:**

This next advertisement, Figure 3, is also for the circus animals campaign. The background of this image is red, which is not only a primary and common colour but also a very strong and eye-catching colour. Then the words are in yellow and white; which are colours that stand out from the red background, plus these three colours are very used in circuses. The font of the words used is very "circus like" and very big. These factors help the viewer to understand the circus theme in the image.

The advertisement is uses three words, just as the last one, which are also short and strong. "Take" is an imperative action, which is directed to the viewer directly, since it is directed to the person "you" even though it is not written in the message. "Action" is defined, according to the Oxford Dictionaries, as: "the fact or process of doing something; typically to achieve an aim." This is a very powerful word and catches the viewers' attention; it suggests them to do something about the problem. "Now" is a word of time, it is in the present; meaning the time to take action is today, now, and not tomorrow or later. This raises the viewer's

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8 RSPCA.ORG “Wild animals don’t belong in circuses”
9 OXFORDDICTIONARIES.COM
consciousness of the problem, and try to convince them that the time to act is at this instant.

At the end of the advertisement there is a figure of a hand pointing, we could compare this to the ‘We want you - Uncle Sam’ advertisement ¹⁰; which was a very famous advertisement used in for the recruiting of men for the First World War; this propaganda helped the citizens of the United States to make a familiar relationship with the country and convinced many people to recruit for war. ¹¹ The hand in this poster is also pointing, even tough it directed to the side instead of facing the front, and we can see a similarity. This suggests that the poster is meant directly to the viewer of the advertisement; and makes a personal connection, which creates a relation between the ad, which is asking for help, and the viewer, which is getting the message as if it was directly for them.

The target audience is very wide, since the language used is very common, simple and concise. Obviously the reader has to be an English speaker, or at least know a little bit of the English language.

¹⁰ SONOFTHESOUTH.NET “Uncle Sam Wants You”
Analysis #4:

The previous advertisement, Figure 4, is for the same circus campaign. Here we have a black background with a message in red letters and a tiger trying to come out but is trapped by a jail and the RSPCA’s logo in the middle. The use of red and black give a negative look; the black is most of the time compared with darkness and death, and the red is the colour of blood, heat and anger; giving the poster a very dark and deathly image. The tiger is trapped in a cage, and this gives us the image of the denied liberty. There is a comparison of the cages of the animals with jails; meaning they are trapped as if they were prisoners with no act of vandalism, murder or any type of crime. I think the most impacting thing in this advertisement is the face of the tiger. The tiger normally is seen as a scary and threatening animal, which humans don’t tend to have compassion for; but in this advertisement the illustrator achieved to give a deep sadness in the tigers face and with this two factor their aim is to create emotion to the viewer since they are innocent prisoners, that need help.

12 RSPCA.ORG “Circuses in Wales!”
The message is written in two languages, welsh and English, but with the same meaning. Welsh is an ancient language used in Wales, which today is only talked fluently by 12% of the population in the country.\(^{13}\) The fact that the message is written in welsh means that this advertisement was made mainly for Wales and England in which this camping and charity is concentrated. This advertisement was mainly for the Welsh Government, to convince them to bring legislation and change laws in Wales to ban the use of wild animals in circuses.

**Analysis #5:**

The last advertisement I am going to analyse, Figure 5 \(^{14}\) is not from RSPCA, but instead of another organization, named “Peta”\(^{15}\) which is also a charity focused in establishing and protecting the rights of animals. However, this advertisement is focusing on the same problem as the RSPCA’s circus campaign. It is directed to The Prime Minister of the United Kingdom, making fun of him. It uses dull colours such as grey for the background, and white and black for the letters. But it uses bright colours in the clown face painting used in David Cameron. There is a play of words with the word

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\(^{13}\) BBC.CO.UK “The History of Welsh Language”
\(^{14}\) THENATIONALSTUDENT.COM “Peta Clown Ad”
\(^{15}\) PETA.ORG.UK “About Peta”
"clowning around" meaning "messing around"; because he is not doing anything to ban the use of wild animals in circuses. Since they used the word "clowning" they made fun of him and painted his face as a clown; this is a way to show people that the Prime Minister is not helping in the banning of this type of animal cruelty, so basically it opens the eyes of the people of how David Cameron is not taking action. In the subtitle the bolded the word "now", as the last advertisements this also was made to emphasize that the time to act and help the animals is now and not later. The target audience for this advertisement is more likely to be to the people in the United Kingdom; I think is for a older audience, or at least have the age to know who David Cameron is and show some importance to what he is ignoring.

**Media**

Media refers to various means of communication; however, I am more interested in mass media. When referring to mass media we are talking about a group, which construct a message with the purpose to reach to a wide audience. Several types of media do the spreading of this message to a larger amount of people in less time. Like television, radio, computers, newspapers, magazines, etc.; and the one that is easier and more important nowadays: the Internet.

Media is important and useful in many ways because it allows the message to disseminate quickly, reaching a broader audience; this can be the target audience and also other audiences which can be change their opinions or just inform them about the message.
RSPCA uses various ways of communicating to a mass media; it uses the Internet, which is the biggest one, by having a webpage and having advertisements, the newspapers, they make advertisements and videos and have ways in which people can contact directly and be informed of the campaign. Currently they have a network with 166 branches around England and Wales.

**Analysis of the Social Media:**

**Twitter**

Twitter is an online social networking where people can message or blog to share thoughts, pictures, stories, and many more things. Twitter is one of the most famous social networking at the moment and a good way to carry out messages around the world in a small period of time. RSPCA also uses these types of media to share information to the world and ask for help.

RSPCA made a way to share pictures about the campaign and show their support; they called it “Dedicate a makeover”. They asked people for three simple steps:

1. Give yourself a makeover
2. Take a photo
3. Share with friends and family online e.g. Twitter, Instagram or Facebook and why not nominate others to join in.

They used this method to bring more people to support the campaign in a different and “fun” way. In the third step they clearly state to share the picture taken via

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16 RSPCA.ORG “Facts and Figures”
17 TWITTER.COM
18 RSPCA.ORG “Dedicate a Makeover”
online and give examples of social medias as: Facebook, Instagram or Twitter.
Which are three of the most known and famous around the world. Then they added
another paragraph saying: “Don’t forget to use the hashtag: #makeovertheworld so
we can find it and you can also link to the campaign page to encourage others to
take action.” They ask people to use the “hash tag” which in this century is a very
common symbol used in almost all social medias, starting on Twitter. It was used
firstly to label “tweets” with similar themes or topics, but nowadays hash tags are
used in many other ways like: adding comments, irony, sarcasm, express
something, just adding layers of meanings in the messages.

RSPCA posted three
images of examples for
this ‘activity’ of sharing
pictures they suggested,
which I will be analysing
next.
This first image I will
analyse, Figure 6 is of
Francesca Hull, also
known as Cheska, and her

Figure 6. Cheska Makeover the World

19 RSPCA.ORG “Dedicate a Makeover”
20 Rigler, Natasha REVEAL.CO.UK “Made in Chelsea’s Cheska Hull gets mouse
makeover to support RSPCA “
Matchbox Magazine and plays a role in E4's reality show called “Made in Chelsea”. For this photograph she was painted as a mouse to show she is against the use of animals for cosmetic testing; which uses rabbits, mice and other small rodents. The message says “Beauty without cruelty”, it is a simple concise message but with a strong meaning. “Beauty” is meaning the cosmetics we use to make our bodies more beautiful; then “without cruelty” means that we don’t need to make animals suffer painful testing for us to have beauty. This image was send via the social medias to ask everyone who could see it for support in the banning of this type of animal cruelty.

This photograph, Figure 7 is of Tara Newton, an English known model and actress. She is showing support to this campaign by posing with a paper of the RSPCA’s campaign and dedicating her makeover.

21 NEWS.RSPCA.ORG.UK “Take action now”
This other photograph, Figure 8 22 is with the same purpose, but instead they used the writer Lorna Claire Weightman. Both pictures show the hash tag of this 'movement' created by RSPCA to show support in the campaign, and both pictures are basically to set an example of how to help. By the use of known people it helps the viewers to support and join the movement and make it bigger; which succeeded because many people helped the campaign by sharing photographs.

**Facebook**

Facebook 23 is a social networking site where people can create profiles where they share their information, their pictures, videos, share pages, interests, and other personal information. People can also chat and see people's profiles liking of commenting things they post.

RSPCA has Facebook pages for several different countries, so people can contact them easier from their own country. In their profiles they share news, pictures, ideas, videos, and many more things to keep people informed. By using social

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22 RSPCA.ORG “Dedicate a Makeover”
23 FACEBOOK.COM
mediams RSPCA’s information and “posts” can be shared around faster and much easier; this helps RSPCA because it can inform more people and ask them for help by joining their campaigns to ban animal cruelty.

RSPCA has achieved to change many laws and legislated changes mainly in UK. Most of the law changes were made in Wales, where RSPCA had intended to change laws and policies to improve animal welfare, raise awareness and provide information of the issues. They achieved to make animal welfare officially a matter of the Assembly’s concern, on March of the year 2011, excluding hunting and animal experimentation. Nowadays in Wales animals and their welfare are exceptionally high in the public consciousness. In 2012 they achieved to rescue 194,695 animals, find new homes for 55,459 and 150,833 cruelty complaints of people.24 They were able to make changes and add laws to the legislation of UK, as the laws in the “Animal Act Welfare 2008”25 in which they have a section called ‘Prevention of Harm’ were they state “a person commits an offence if the suffering is unnecessary” 26. Also they have a section called ‘Animals in distress’27, were they state laws against the keeping encaged wild animals, and making them suffer.

24 RSPCA.ORG “Facts and Figures”
25 LEGISLATION.GOV.UK
26 Ibid “Prevention of harm”
27 Ibid “Animas of distress”
The people have responded very well with the campaigns and the prevention of animal cruelty. RSPCA only exists because of donations, and it has grown a lot because of the peoples help; their £120 million annual costs are supported all by donations and legacies.\(^28\) RSPCA has improved the lives of more than 600 million animals in the past 20 years.\(^29\)

In my opinion the work done by RSPCA is very good; they are helping animals by including the people and the government so the mistreating of animals can be illegal.

People don’t realize that for their daily living many animals have been suffering, either in their meals or when using make-up and creams; they are absolutely ignoring the possibility of an animal suffering for them to live how they live. The hard part is when people know what animals are passing through but just ignore it because they like meat or they are least important then humans, or sometime they even know what happens but they reuse to see it or take conscience of it, so they don’t feel guilty.

Humans have always thought they are superior to animals and they shouldn’t be treated as if they had feelings or thoughts; but what people don’t realize is that without them we wouldn’t be here, but without us they would still be here.

\(^{28}\) RSPCA.ORG “Donate – how your gifts save their lives”

\(^{29}\) FWI.CO.UK “RSPCA rejects call from Freedom Food scheme scale” (Riley)
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