

Climate Justice

The Consumption of Women and Animals: a more effective way to protest

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ABSTRACT: Normalized sexualization of meat has led to the dehumanization of women, and the solidification of traditionally toxic ideas of masculinity and femininity. Examining this connection may help create breakthroughs in effective communication strategies to achieve women’s and animal rights, and help men realize climate change isn’t only a “feminine” problem. The effectiveness of language and methods of protest used by women’s rights and animal rights activists will be analyzed by looking at social responses to their protests. Since these movements challenge ideals of toxic masculinity, understanding what language and methods are better or worse received by men can make appealing to them and achieving each movement’s goal easier. This study isn’t a definitive solution, its main purpose is to inform activist movements by highlighting this interconnecting perspective and figure out more effective protest strategies.

Connection:

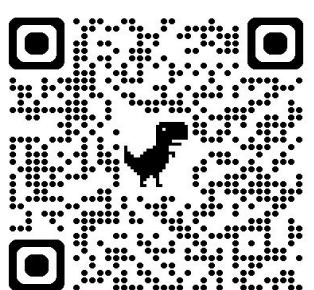
If you know the term, Climate Justice, then you’re probably wondering how this poster has anything to do with climate justice. But it does and it matters

Meat eating is seen as “masculine” so men will want to eat more meat → can never get rid of factory farming meat + continuous exploitation of animal reproductive organs + speciesism → corporate advertisements of “sexualizing meat” with women + toxic traditional ideals of valuing women for their reproductive organs too → never-ending fight for women’s rights because those factory farmed animals are very similar to women.

Activist Groups Examined:

FEMEN: **Origin:** a radical group originating from Ukraine founded in 2008, relocated to Paris. They’re known for their topless protests, bold and confrontational. Their topless protests are a way to say that women are equal to men

PETA(People for the Ethical Treatment of Animals): **Origin:** Founded by Ingrid Newkirk and Alex Pacheco in 1980, inspired by Peter Singer’s novel, *Animal Liberation(1975)*. Known for their extreme and disturbing ways of protest and disturbing parody games.



PETA’s disturbing games (if you would like to take a look)

DO WOMEN = MEAT?

These images are from Carol J. Adams book, “The Pornography of Meat(2020).” In the book, she highlights the many ways that women and animals are reduced to body parts and not as a whole, and how often women and animals are interchangeably thought of. The act of animalizing women through media, and at the same time sexualizing meat, this is societies consumption of meat and women.



Carol J. Adams, *The Pornography of Meat (2020)*, pg. 9)



Carl Jr’s, 2015, Super Bowl Commercial featuring Charlotte McKinley. One very sexual ad trying to advertise a burger. (mentioned in Carl J. Adams, *The Pornography of Meat(2020)*, pg. 5)



(Carol J. Adams, *The Pornography of Meat (2020)*, pg. 6)

In addition to Adams, there’s a study conducted by Laurie A. Rudman and Kris Mescher, about how men dehumanized women and how likely these men are going to rape or sexually harrass women based on how they related women to “primitive constructs” which Rudman describes as “animal, instincts, and nature etc” She then did a second study similar to the first, but instead of relating women to primitive constructs, it was relating women to animals and their body parts like the paw or snout.

Protests Examined



Giljum, (2025)

PETA! Their goal is to disgust people and encourage them to become vegans. The truck has hyperrealistic and graphic imagery of caged pigs, and they play panicked pig sounds along with a subliminal message once in a while.

This campaign is an annual campaign, local news, WWLTV, in Louisiana has related this campaign to recent holidays like Passover and Easter, where people eat meat depending on their religious backgrounds. The store owner that is getting disturbed by this campaign just says that PETA has a right to protest and he’s concerned for the disturbance PETA is going to cause. The store owner of the BBQ store actually urged support for their campaign.



PETA, “Hell On Wheels” Campaign Truck (2025)

Results: Both organizations have their achievements. Just purely based off these two protests that I’ve looked at, they don’t influence direct policies changes. FEMEN actually has no direct policy changes linked to them compared to PETA, who have achieved many things(these they list on their website). It isn’t right to compare them as well, since PETA has been around for much longer than FEMEN and they do have different missions. FEMEN definitely seems to get a much more intense response than PETA towards their protests.

Extra Thoughts:

- Feminists and animal rights organizations should come together to combat this problem. If this connection between women and animals isn’t dealt with, then it would slow down the changes that both of these groups want and slow down progress towards climate justice.
- Why do some feminists support FEMEN and others don’t? It seems to stem from the exact source that we are trying to get rid of. The traditional masculine and feminine values, because why is it that a man also have breast tissue but they can be topless at the beach without consequence? The breasts of a women are considered a reproductive organ, or genitalia.

• Not getting rid of animal agriculture also contributes to greenhouse gases in the form of Methane that can stay in our atmosphere for longer than carbon dioxide, but CO2 is still the most abundant of all the GHGs.



References! + Other things of interest to check out