
**An Examination of Emotion-Based Strategies in
'Altruistic' Mobilisation: A Case Study of the
Animal Rights Movement**

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This thesis examines the emotion-based strategies employed by activists for the purpose of persuading individuals to participate directly in social movements. In particular, the emphasis is placed on getting people involved in 'altruistic' mobilisation; a descriptive utilised in order to distinguish these movements from previous research done in which a tangible material gain is presented as an inducement for participation. The thesis investigates the animal rights movement as it pertains to the issue of animal vivisection, and endeavours to identify the linguistic strategies employed by these activists with the goal of understanding how to facilitate 'altruistic' movements more generally.

A textual analysis, which was consistent with Halliday's (2004) systemic functional linguistics, was conducted on mobilisation pamphlets written by groups seeking support for either animal vivisection or animal rights. To this end, the analysis considered both the original movement (i.e. the anti-vivisection movement) and the counter-movement (i.e. the pro-research movement). The analysis considers the linguistic and visual strategies used by movement organisers in placing a moral onus on the reader to support the movement.

From this analysis it is argued that the success of the animal rights movement stems from its ability to present graphic visual imagery that supplies evidential support for the claims being made in text. In addition, the animal rights texts have been able to frame the issue of animal vivisection in terms of emotional appeals designed to elicit feelings of moral outrage in the reader. It is posited that the animal rights movement has been able to effectively combine images and emotion-based linguistic strategies in order to facilitate the consideration of the issue in terms of an 'ethical identity' that helps generate moral outrage in the reader and thereby encouraging participation in the movement.

Declaration

This thesis contains no material that has been accepted for the award of any other degree or diploma in any university and, to the best of my knowledge and belief, contains no material previously published or written by another person, except where due reference has been made in the text.

I give consent for this copy of my thesis, when deposited in the Adelaide University Library, to be made available for loan and photocopying.

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