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Constructing Animal Rights as a Social Threat: Claims-making in the New York Times and Congressional Hearings

Jenifer Girgen

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Since the mid-1970s, the U.S. animal rights movement has grown in size and influence, all the while, impacting animal use industries, consumers, business practices, the law, and the nation¿s consciousness. This book explores the response of animal use stakeholders and their supporters to this growing and persistent threat by examining the claims they have made in the New York Times and in Congressional hearings. The resulting analysis sheds light on the variety of claims and rhetorical strategies they have used not only to defend and preserve the status quo as it concerns animal use, but also to construct for the nation an image of the animal rights movement as a social problem necessitating social control. This timely study will be of interest not only to those with an interest in animal rights, but also to scholars of social movements and countermovements, social problems, and social threat-social control theory.

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