

## Chapter 26

# Transposition of the Public Events With Violent Visual: Case of PETA

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### ABSTRACT

*People who are sensitive to the subject realize the seriousness of the situation and made an effort to raise awareness of the society. In order to increase the awareness, activism movements against social events have started and the organization of activist protests has become more visible with the use of digital platforms and spread to the large masses has accelerated. In this chapter the element of violence existing in the advertising poster works of People for the Ethical Treatment of Animals (PETA), activists, and artists are semantically analyzed by using the semiotic method. Indicators are a form of interpretation used to understand and explicate the truth behind what we see. The importance of image is rather important in visual semiotics. In addition, it will explain the targeted messages given to the public by using violence indicator and common sense, but contrarily, the situation projected innocently by drawing an aesthetic framework. Awareness will be raised to those messages that are shown innocently.*

### INTRODUCTION

“I am interested in language because it wounds or seduces me” (Barthes, 1998: p. 38). People used the captions seventeen thousand years ago to communicate with each other. The visuality, the oldest and most effective way of communication is based on systems and meanings made up by a series of indicator. The necessity of scientific evaluation and analyzing of these meanings led to the birth of semiotics (Denli, 1997: p. 25). People use many items such as word, body language, facial expressions or writing to communicate with each other. They express themselves by using verbal, written or visual expressions, creating a meaningful whole and using these strings. The indicator is an element that can specify an object, fact or entity other than itself, as it has features that include different meanings. In a communication direction indicators could portray a second image. Semiotics covers many disciplines and is in the scope of research due to its wide expansions.

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### ***Transposition of the Public Events With Violent Visual***

These indicators are used in advertising works. With the introduction of new media into our lives, companies, governments, non-governmental organizations, associations and even individuals use the mentioned indicators in their advertising work. Advertising works are prepared using emotional indicators and expectation of affection the attitude and behavior of the target audience in the desired direction. Human emotions, which are thought to be effective in individuals' attitudes and behaviors, are mainly classified as happiness, sadness, fear, surprise, anger and disgust (Ekman, 1992: p. 167). In addition, feelings such as violence and anxiety that affect consumers' preferences and attitudes are considered as catharsis emotions.

World Health Organization defines violence as "the intentional use of physical force or power, threatened or actual, against oneself, another person, or against a group or community, that either results in or has a high likelihood of resulting in injury, death, psychological harm, maldevelopment, or deprivation. Violence is a factor that we are exposed in every period of our lives directly or indirectly. In many fields such as art, cinema, series, advertising, etc., violence is being used to increase the impact of the message.

While transmitting public events adjusting the violence in ordinary care transform the presented materials more aesthetic and more effective. Presenting violence aesthetically, could reduce the violence in a part of daily life in the meantime indication of the violence could increase the effect of the targeted message more clearly. Utility corporations or people or organizations considering the benefit of society; (governments, local governments, associations, non-governmental organizations, advertisers, activists, companies, etc.) benefited from the contents of violence during their awareness raising activities to stop or minimize events affecting living standards such as war, environmental pollution, poverty, animal rights, violence against women or children, migration, harassment, etc.

In general, abusing and torturing animals is considered by many people unethical. Unfortunately, people's attitude and behavior towards animals are far from considering the suffering of animals. Every day, millions of animal experiments are perished in the food industry, medicine and cosmetics, chance games, fashion, hard work, entertainment and the satisfaction of the human ego. in terrible artificial environments without sun and soil, food animals are kept in narrow spaces that they cannot move. Animals used for clinical trials are given poisons such as toxins, drugs, radiation, and even they survive, they are killed after the experiment. Furs are excoriated while the fur animals are half alive, with the methods in which they will killed slowly and with great pain for not damaging their fur. Hundreds of species are imprisoned in life-long cages for people's fun trips; with the method of punishment, starving and using violence, animals are forced to move beyond them physical abilities. (For detailed information on animal abuse and animal rights violations, see [www.peta.org](http://www.peta.org))

Descartes had an understanding that animals as kind of vending machines that didn't suffer. However, in 1997, the European Union officially recognized that animals are sentient (emotional, painful) creatures. Marc Bekoff stated that there is evidence that animals are living creatures and that we have a big amount of data about it for a long time. Marc Bekoff, based on the worldwilde acceptance of Cambridge University statement of 7 July 2012 (Cambridge Declaration on Consciousness) asked for a universal calling for a declaration (Universal Declaration on Animal Sentience) (Bekoff, 2013). The Cambridge Declaration concludes with the following sentence: "Consequently, the weight of evidence indicates that humans are not unique in possessing the neurological substrates that generate consciousness. Non-human animals, including all mammals and birds, and many other creatures, including octopuses, also possess these neurological substrates" (Low, et al., 2012).

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