

Whose corporation/ organisation are you representing?

I am representing PETA, which is an animal rights organisation founded in 1980 and runs out of Virginia. I am showing the contrasting views of PETA and McDonalds in regards to the treatment of their animals such as the mistreatment of chickens in the production of their chicken based food products. McDonalds is a large global fast food chain and one of the biggest in the world, with a larger daily customer traffic than the population of Great Britain (62 million).

PETA stands for People for the Ethical Treatment of Animals and we focus our attention on the four areas in which the largest numbers of animals suffer the most intensely for the longest periods of time such as the food industry, the clothes industry, animal test and in the entertainment industry. Within this topic the main concern is the mistreatment of the animals within the food industry and the harmful treatment of the animals before they are processed.

What are the views of the corporation/ organisation that you are not representing?

McDonalds claim that they are passionate about animal's welfare and that they have a commitment to using only ingredients that meet their high standards. McDonalds boast their awards that they have won for their use of free-range eggs and the ethical sourcing of the eggs that they use in all their foods, but this same treatment does not apply to all their foods as you can find out from research their standards have not always been met by some of the farms that they have outsourced to.

What is the key message you are trying to communicate?

The key message that I am trying to communicate with the poster is the unethical treatment of animals used in the production of McDonalds foods, usually when out-sourcing for other farms to mistreat the animals. For such a large organisation like McDonalds it doesn't reflect a good message from the food industry in general when one of the largest fast food chains doesn't follow their ethical rules with the treatment of their animals. This does not reflect well on McDonalds CSR, whereas in some aspects of the way the organisation runs it does show it has good CSR and an understanding of their social responsibility such as being environmentally friendly but when it comes to the ethics of animals and the way they are treated in the processes that go into the McDonalds food there is a lack of.

What is the main target audience that you hope will read and understand your message?

The main target audience could be everyone to be put very briefly. The message that is being conveyed can affect anyone who has an interest in animals and the ethical treatment of them within industries, customers that visit McDonalds that may not be aware of some of the practices that went into the production of their chicken based products.

What would someone who disagrees with you say in response to your argument?

Someone who disagrees with the argument would say that the animals that are used for these products are going to be used regardless so the treatment does not matter. A further point against my argument would be that other less ethical organisations that use livestock and outsource for their meat such as beef and chicken may not have the tests and checks in place to make sure that the farms are ethical, therefore McDonalds are not the only ones or not the worst ones in their market.

Why have you used the images and the words that you have selected?

I think the easiest way of answering this question would be for me to break down my poster and explain the meaning of each part. Firstly, the colours that I have used, the red and yellow is the predominant colours of McDonalds and would be the colours that you would see in most of their marketing and on their products packaging, in this way the poster acts as a parody as I've used the same colours but showing a negative side of the organisation. I have used the logo which would probably be considered one of the most distinctive logos in the world but surrounding the base of the logo (slightly overlapping the logo for an abstract feel) I have chosen three extremely disturbing images of the way the chickens are treated in McDonalds farms.

"they deserve better" was the initial punchline I came up for the poster, which makes the viewer of the poster really think of the ethical treatment of these animals and the fact that they do in-fact deserve better. The final line is a play on words of their famous slogan "I'm Lovin' It" basically saying that the animals are not loving it and the conditions that they are forced into.

What research have you done to underpin your argument?

I have undertaken a large amount of research into not only PETA, and McDonalds views on the topic but also third-party views. This way you can get the 'big picture' within the research and it will be as un-biased as possible. By looking at the McDonalds websites and researching into their ethical views as an organisation you can see their CSR standing and compared this to other organisations within the market and food industry that have no ethical stance or views and are looking to just maximise profits without worrying about the social responsibilities of the company.

Some of the websites I used for my research are as follows:

<https://www.peta.org/about-peta/>

<http://www.mcdonalds.co.uk/ukhome/whatmakesmcdonalds/questions/food/animal-welfare/what-are-mcdonalds-animal-welfare-standards-and-policies.html>

<https://www.campaignlive.co.uk/article/mcdonalds-activity-promote-ethical-focus/1074835>

http://corporate.mcdonalds.com/mcd/sustainability/signature_programs/best_practices/best-of-sustainable-supply.html

http://corporate.mcdonalds.com/mcd/sustainability/signature_programs/best_practices/best-of-sustainable-supply/driving-animal-welfare-and-management.html

<http://www.mccruelty.com/>

How strong do you think the evidence is to back up your argument?

I think the evidence to back up my argument is very strong due to this being quite a public ethical problem many people talk about the treatment of animals within the food industry and seems to be on-going and it needs correct, organisations that work in the food industry that want to maximise profits and don't focus on their CSR leading to them completely ditching their ethical standards regarding the treatment of animals. Though there are small cases and small farms/manufacturers that will always be mistreating animals in some way to maximise their profits McDonalds is one of the biggest fast food chains in the world and they set an example to smaller fast food chains setting up.

What would you hope would happen after the audience has understood your message?

Hopefully after the audience has understood the message and have processed the information that they take a think whether they want to be supporting organisations that don't have strong ethical standards when it comes to the treatment of their animals and look at supporting different food establishments that have strong ethical standards in regards to how their animals are treated and show McDonalds that their Corporate Social Responsibility strategy needs to be changed and there are concerns.

What models and theories will you be referring to in your reflective report?

I will be using Corporate Social Responsibility or CSR as my main theory for my reflective report and using a CSR pyramid. I will be using Friedmans theory on profit maximisation and contrasting this against Freemans theory.



**THEY DESERVE
BETTER**

THEY AREN'T LOVING IT