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Framing Cruelty: The Construction of Duck Shooting as a Social Problem

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Australia's Coalition Against Duck Shooting (CADS) sees duck-shooting as a social problem and as an injustice with consequences. The small animal liberationist group has succeeded in dramatically reducing the numbers of duck s home of duck-shooting in Australia. The Coalition's framing work with the public via the electronic media involves (assembling claims), a prognosis (presenting claims) and a motivational frame (contesting claims), all of which con antisocial blood sport that ought to be banned. In this article, television news bulletins and feature stories from th analyzed to show how CADS makes and sustains its claims. In addition to 90 pages of transcripts of news commer the visuals, the data include tape-recorded interviews with some of the duck liberationists involved in the campai

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