Sonoma Sanders

ARTS 458

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Activism – Social Propaganda – Addressing a Cultural Cause

Proposal – First Draft

For this project, I want to look at the cultural movement gaining momentum, “adopt don’t shop”. A lot of people looking to become pet owners go to an animal breeder, or a pet store location supplied by a puppy mill. This is a very unsustainable practice and wastes the lives of already living, healthy and loving animals that are in shelters opposed to at pet stores or breeders’ homes. The general population believes that a rescue animal would end up being more expensive because of underlying health issues or other problems. This is very untrue because dogs that are mixed breed are actually much more healthy and have many fewer health and genetic problems than full bred dogs.

There is a lot more information I can go into, but for these collages I am going to use photographs and other media published by animal adoption agencies. I think that using the photos put out to the public by the actual organizations will be more impactful than taking my own images. These are the images (and other media) the shelters/ organizations think will create the best turnout for adoption and get most of the animals to a good forever home.