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by Rights Rights

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There have been a lot of debates in recent times regarding the animal rights' issues as well as their treatment. The animal rights present an idea that all animals or non-human creatures have entitlement to their existence and also their basic interests and this means that the animals should not be subjected to any form of long-suffering, and their interests should be given the same considerations such as those of the interests of human beings. Also, this means that the animals have the right to be treated in the right manner, their desires need to be understood and fulfilled and that their rights cannot be traded away to benefit the interests of others. However, the provisions of the rights of animals, just like that of human beings, have limitations, and the rights at some point can conflict (Weiss, 2016). There have been confusions on the subject of human rights and the subject of animal treatment or welfare.

In many countries across the world, animals are continuously being objectified and treated as sentinel beings (Laine&Vinnari, 2017). The animal rights activists in most of these countries have launched campaigns aimed at banning the display of animals in zoos, the use of animals for commercial farming purposes, animal hunting, and other activities that are considered to be against animal rights. Animal rights activists abhor any activities that involve the use of animals, whether the practices are considered to be humane or not (Freeman, 2010). The treatment of animals or welfare is different, and it refers to the way animals are protected. The animal welfare movements promote activities that are aimed at protecting the animals from any form of mistreatment. On some occasions, the animal rights activists and the proponents of the animal rights movement do not agree. For instance, animal rights activists have disagreed with animal welfare movements ² such as PETA (People for the Ethical Treatment of Animals) on many occasions when the advert campaigns made by PETA are considered to be harsh or brutal

(Weiss, 2016). Even with these disagreements, the animal rights activists and the proponents of the animal welfare movements have established policies that have improved the way animals are being treated.

There have been changes in the social and ethical revolutions which have occasioned changes in the composition of the society. Moral movements such as the civil rights movements, feminist movements, environmental movements, consumer advocacy, homosexual rights movements, affirmative action movements, and other forms of activism have modified the way that government institutions and the public occasions comport themselves. The ideas proposed by these movements changed the way society viewed different issues (Weiss, 2016). The general perspective on women and gender roles changed and there was also general acceptance of homosexual activities in society. This formed a leeway for the development of movements championing for the rights of the animals as well as activists of animal rights.

The campaigns to protect the rights of animals and protect their welfare became more rigorous in the 1980s, during this time, animal rights and welfare movements named and shamed organizations and individuals who were believed to act in a rough, abusive and inhumane way to animals. The international pressure, which had also been influenced by the reports of media, forced the companies and individuals that were being named to stop a majority of their actions (Freeman, 2010). For instance, the cosmetic industries stopped testing their products on animals and hunting activities declined significantly.

The activities of the welfare and human rights activists caused a revolution in the way different organizations handled animals. A majority of the companies that had been named and shamed as violators of animal rights began donating part of their profits to the campaigns which had been created to help protect the rights of animals. Countries such as New Zealand passed

laws that were aimed at improving the welfare of animals. Through the passing and implementation of the Animal Welfare Act, New Zealand set an example to other countries to create and implement similar laws (Garner, 2019). The laws that have been passed have banned the use of animals for commercial farming purposes, putting the animals in zoos, using the animals for testing new products, animal fighting, and any other practices which are considered to be inhumane.

The movements and welfare organizations fighting for the rights of animals have continuously evolved over the years, and they have more influence on protecting the rights of animals and their welfare. The campaigns which are being led by these movements now involve celebrities and some of the respected scholars across the world in a bid to champion for the rights of animals and protect their welfare. The inclusion of influential scholars and celebrities has increased the influence that the movements have across the world; the credibility of the organizations has also been improved (Garner, 2019). For instance, the renowned scholars across the world have a lot of influence and their studies impact different aspects of human life. Including them in campaigns to protect the rights of animals means that many of the people who are impacted by the studies conducted by the scholars can follow the things that are promoted by them (Freeman, 2010). In this case, a majority of the people will be able to trust the campaigns which are being promoted by the scholars and promote them. Similarly, celebrities have a great following across the world, especially among the youth. The use of celebrities in the campaigns aimed at promoting the rights of animals has made it easier for the campaigners to get more support from young people.

The activities of the movement have also made educational facilities to introduce studies which are aimed at the protection of animals. The United States of America has passed a law that

is taught as a subject in schools for learners to understand the importance of protecting the rights and welfare of animals. Many more movements have been established to fight for the welfare of animals. Their societies have pushed for the passing of legislation, which is aimed at promoting the ethical protection of animal rights.

From this, we can see that there have been changes in the attitudes towards animals and animal treatments in society. The process of fighting for the rights of animals and their welfare has been progressive. Over time, evolutions have been taking place, making it possible for the rights of animals to take center stage in the recent times (Freeman, 2010). Some many movements and organizations have joined the movement to fight for the rights of the animals across the world. The different movements which led to the changes in the cultural beliefs and practices gave leeway to the development of the animal rights movements and also changed in the way people looked at animals. Many considerations have been made towards protecting the welfare of animals in different ways. Through the efforts of the animal rights activists and the animal welfare movements, the society now understands the benefits of caring for the animals and the different ways through which they can care for the animals.

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