

The Presence of Carnism on Portuguese Television

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Abstract : This paper presents the results of a research about carnism on Portuguese television. It begins by presenting a case study of MasterChef program (TVI) which conveys carnism in both practices and language, and from which some characteristics of their dominant representations are described. Subsequently, the paper presents the indicators of the presence of carnism in the Portuguese television programming, between 2013 and 2014, in the TVI, RTP1, and SIC5 channels. The data reveals that there is the hegemony of the carnist ideology in the main channels of the Portuguese television. Also, the samples collected and viewed show no mention of the impacts of carnism in its various dimensions (non-human animals, environment, human health and sustainability).

Keywords : carnism, speciesism, television, Portugal

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