

Vocabulary	Definition
Agenda	A person or entity's motivation or intention.
Animal Rights	Refers to the moral and legal entitlements of animals.
Animal Rights Advocate	A person or organisation adopting an 'animal rights' approach to animal protection. Many rights advocates believe that animals are entitled to enjoy fundamental rights such as the rights to life, health and liberty. An animal rights advocate would challenge the property status of animals, and disagree with the idea that it is morally acceptable for humans to use animals for human purposes.
Animal Welfare	Refers to how an animal is coping with the conditions in which it lives.
Animal Welfarist	A person or organisation adopting an 'animal welfare' approach to animal protection. Animal welfarists are concerned with how well animals are coping with their environment, i.e. whether they are experiencing positive or negative wellbeing. For welfarists, it is morally acceptable for humans to use animals for human purposes, so long as that use does not cause unjustifiable or unreasonable pain and suffering.
Call to action	A statement, advertisement or instruction which encourages someone to do something, or to act in a certain way.
Deceit	To mislead or conceal the truth.
Dramatic monologue	A poetic reading or performance of a character's thoughts and feelings as though they are alone.
Environmental conservation	Actions that seek to preserve the state of the planet, including the management of natural resources and the protection of the natural environment.
Ethics	The moral principles which determine how a person conducts themselves.
Ecosystem	A community of biological and non-living components interacting as a natural system.
Epigraph	A short quotation or inscription at the start of a text, or chapter of a novel, which may imply its theme.
Euphemism	A phrase or word used in place of another which would be considered more unpleasant.
Humane	To be kind and compassionate towards others, particularly those who may be suffering.

Intact	Something which remains complete, undamaged or untouched.
Lament	An act or expression which conveys an intense form of grief or sorrow.
Morals	The individual values that a person holds in relation to what that person feels is right or wrong.
Non-confrontational	A peaceful and level-headed approach to a situation or conversation.
Paradox	A contradictory statement or expression.
Recreational hunting	The act of pursuing and killing animals for sport.
Recreational trophy hunting	The act of pursuing and killing animals for sport, with the purpose of keeping the body or bodily parts for display.
Revolutionary	An act, person or idea, which rebels against the norm and/or brings about significant change.
Sentience	The ability to perceive and feel things, such as pleasure and pain.
Social Justice Activism	Efforts to change political or social issues through public protest or action.
Subsistence hunting	The act of pursuing and killing animals for the purpose of obtaining food for the hunter and their family and/or community.
Untrammelled	Not to be confined or controlled in any way.
Veganism	The practice of abstaining from anything which involves the use of animals for human purposes, especially food and clothing derived from animal bodies.
Voiceless Animal Cruelty Index	An index used to measure the animal welfare performance and levels of animal cruelty across fifty countries.