THE SOCIAL CONSTRUCTION OF REALITY
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ANIMALS: SOCIAL CONSTRUCTED
Pet or food? Sports or animal cruelty?
Rats with wings? Dirty immigrants?
*Columba livia* Sparrow Pigeon or dove?

MORE SOCIA LLY CONSTRUCTED CATEGORIES

- Time: weeks, linear, cyclical, clock time, time as commodity
- Races: white, black, Asian, American Indian, etc.
- Sexes: man, woman, etc.
- Moral/legal/medical labels: Criminal, sinner, mentally ill; juvenile delinquent vs. super predator; registered sex offender
- Social problems (e.g., domestic violence, stalking, sexual harassment, acquaintance rape)

CONSTRUCTING THE MEANING OF MEAT, PART 2