

# THE SOCIAL CONSTRUCTION OF REALITY

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## ANIMALS: SOCIAL CONSTRUCTED



Pet or food?



Sports or animal cruelty?



*Columba livia*  
Pigeon or dove?

Rats with wings? Dirty  
immigrants?



Sparrow



CONSTRUCTING THE MEANING OF MEAT, PART 2

## MORE SOCIALLY 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)