

# ACTIVISM CREATES DISTINCTION

Egbe Anna

Media and External Relations Department

LAGA - Cameroon

What is your satisfaction?: To work and make money or, to earn a reputation in the work you do?

**ACTIVISM  
IS MY RENT  
FOR LIVING  
ON THE PLANET**

- Alice Walker



# ARTICULATIONS

- What is Activism?
- Forms of Activism
- Activist and Activism
- Types or methods of activism

# WHAT IS ACTIVISM

## Definitions:

- **Activism** consists of efforts to **promote, impede, or direct social, political, economic, or environmental change**, or stasis with the desire to **make improvements** in society and to correct social injustice.

- Activism is simply taking **action** to effect **social change**;
- this can occur in a myriad of **ways** and in a variety of **forms**.

# FORMS OF ACTIVISM

- Forms of activism range from writing letters to newspapers,
- boycotts or preferentially patronizing businesses,
- rallies, street marches, strikes, sit-ins, and hunger strikes.

- One can also express activism through different forms like of art.
- For example: Daily acts of protest such as not buying clothes from a certain clothing company because they exploit workers is another form of activism.

## Keynote on definition

- Often activism is concerned with **'how to change the world'** through social, political, economic or **environmental change**. This can be led by **individuals** but is often done **collectively** through social movements.



# ACTIVIST AND ACTIVISM

- An activist is a person who campaigns for some kind of social, political, economical and environmental change.
- Someone who is actively involves in a protest that can bring social, political, environmental change is an Activist.
- Meanwhile, activism is taking action to bring a change...

- The definitions show that one is a **person (activist)** and the other one is an **activity (activism)**.

- Many people can be classified as activists and many actions can be interpreted as activism,
- but this doesn't mean that all activism is carried out by activists.

# METHODS OF ACTIVISM

There are some standard methods of modern activism as follows:

## 1. Volunteer

- Volunteering on your own or with interested groups to assist.
- Example: threatening species.

## 2. Grassroot activism

- It entails to join community or other groups and then engage in “tabling” .
- Example: set up a table at some social event and hand out literature and talk about your cause.

### 3. Letter writing

- Write and sent letters out to government and organisations which are the target of your activism
- Bulk emails

## 4. Direct lobby

- Lobbying is very important in activism to know if your cause is supported.
- Knowing what is happening around.

## 5. Demonstrate

- It's the core expression of activism
- It raises the notion of protest

Example: protest against organization or companies engaged in unethical activities



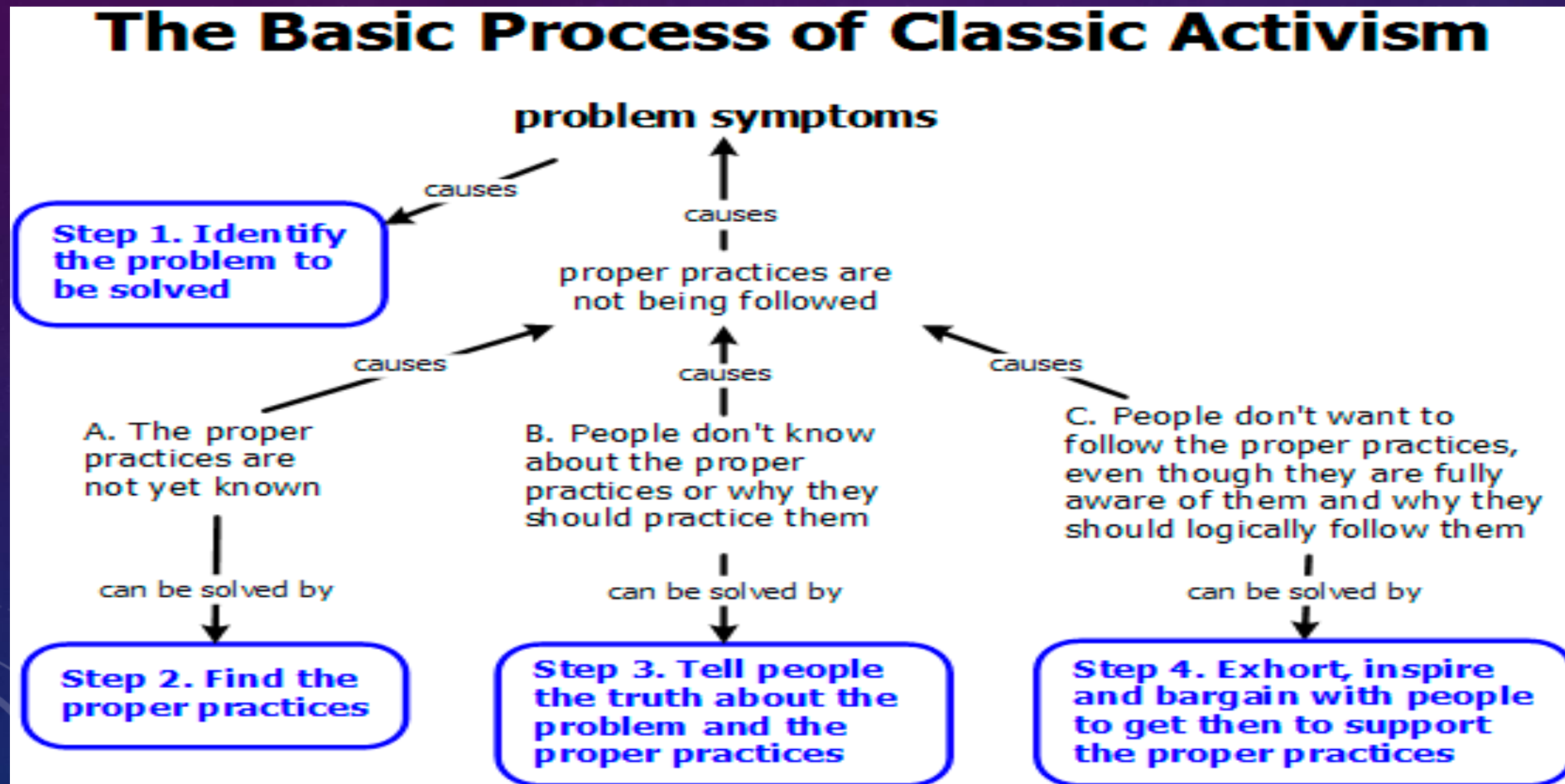
- An important issue with demos is that they should not be wholly negative.
- Criticism is not the only point.

- You want to encourage the organization and its employees to change (setting values).
- And, when you do this, the use of reason, rather than emotion, is usually much more successful.

- It is worth remembering that change cannot be imposed from without.
- It requires movement within the target organization as well.
- You want to encourage reform, to encourage the institution to develop a culture of ethics.


- For example, every organization should have not only a “mission statement,” as in “*we want to make a lot of money,*” but also a code of acceptable behavior, which states: “*but in this effort we will not engage in the following acts ...*”

# THE BASIC PROCESS OF CLASSIC ACTIVISM



- As we celebrate Labour Day, let's have this presentation as a reflection in our effort to change our society.





Thank you  
And  
Happy Labour Day