ACTIVISM CREATES DISTINCTION

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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.
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 send 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

The Basic Process of Classic Activism

Problem symptoms

- proper practices are not being followed
  - causes
    - A. The proper practices are not yet known
      - can be solved by
        - Step 2. Find the proper practices
    - B. People don’t know about the proper practices or why they should practice them
      - can be solved by
        - Step 3. Tell people the truth about the problem and the proper practices
    - C. People don’t want to follow the proper practices, even though they are fully aware of them and why they should logically follow them
      - can be solved by
        - Step 4. Exhort, inspire and bargain with people to get them to support the proper practices
• 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