

MODULE HANDBOOK:

Activism for Development and Social Justice

Pre-recorded lecture & seminars Mondays 3 - 5 pm

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Office hours:

- Mondays 1-2pm and Thursdays 12-1pm on zoom
- Please email me if you can't make these times or need to meet in person

ABOUT MODULE

This module examines activism in the contemporary world, with a particular focus on its relationship to international development, social movements and social justice. We will explore different theoretical approaches to understanding activism and examine practical examples of activism in the world, including 'new social movements', campaigns for rights and uses of media, different kinds of collective action, unruly politics and mobilization for various forms of protests. In the second part of the module, student teams will design their own activism campaigns.

Activism can mean many things. We may encounter acts of activism in our lives on a day-to-day basis, for example in the case of leaflets handed out in the town center, a poster on a wall, through social networking sites such as Facebook or Twitter, via a petition we are asked to sign, or active involvement in a campaign. We may notice and be moved by such actions, and may indeed be centrally involved in them. Alternatively we may pass such information and activities by. The ways in which we are involved in or affected by social activism can be well planned and organized but also random and eclectic. Some causes may catch our eye or represent and engage our needs, whilst others may not involve us. We will consider (our) different responses to activist projects in class discussions and try and harness them in our own campaign designs.

Social activism is arguable increasingly evident as a political force in the world. Recent events such the Black Lives Matter protests, #MeToo or uprisings in Belarus, Hong Kong, Nigeria and other locations are both locally embedded and rapidly globalized. Such actions are intimately connected to ways in which social change is linked to people's aspirations and imaginaries of better lives. And yet, activism can also raise concerns. 'Grass-roots movements', 'civil society' and 'participation' are all words found in international development practice and discourse, and can therefore be institutionalized and de-radicalized. Social justice actions may exclude some minority peoples, even as they advocate for minority rights. We will explore these tensions in the module to consider the strengths and weaknesses of ways in which people are involved in development projects and social movements.

Overall this module offers a conceptual grounding in approaches to activism, a space to analyze and discuss different examples of activism and a chance to apply that knowledge in practice by designing a campaign with fellow students.

LEARNING OUTCOMES

By the end of the module a successful student should be able to:

- Critically examine the contributions that activism can make to development and social justice
- Develop an analytical understanding of the different forms of activism, and be able to evaluate their relative strengths and weaknesses
- Show an advanced grasp of theories of social mobilization, citizenship and unruly politics, as these relate to wider social changes and aspirations
- Demonstrate knowledge of empirical literature on the use of activism for development, social justice and social change
- Show advanced skills in critical engagement with activism for development and social justice through practical experience and reflection on that experience

ASSESSMENT

2500 word individual essay (individual mark worth 55% of total grade, **due in week 6 via online submission**)

Group campaign report (each student is expected to contribute about 1000 words to the report, so total length is dependent on group size) (group mark worth 30% of total grade, **due early May via online and one hardcopy**)

1000 word Personal Reflexive Report (individual mark worth 15% of total grade, this report includes your own reflections on the process of developing the campaign in your team, including a peer feedback score – more information will be provided in class, **due early May, via online submission**)

SOME RESOURCES RELEVANT TO THIS MODULE

1. 'Films for Action' offers access to a range of social activist films and media. We will watch and discuss some in class, but you can explore your own interests on this site:

<http://www.filmsforaction.org/>

2. 'Re. Framing Activism' is a blog and resource at the University of Sussex (MAH)

featuring updates, resources and a range of relevant information:

<http://reframe.sussex.ac.uk/activistmedia/about/>

Take a look at the work of the Tactical Technology Collective:

http://www.tacticaltech.org_

See what you find at the Communication Initiative network:

<http://www.comminit.com/global/spaces-frontpage>

'Red Pepper' is a significant source for articles and other information on activism, social movements, and justice:

<http://www.redpepper.org.uk/activism/>

The BBC Small Axe films (available via the BBC iplayer) are a recent example of movies exploring the experiences, including activism, of Black British communities.

SOME READINGS

The essential readings for this module are available on the Aspire reading list. In addition, I have posted recommended reading for each week on the Canvas site, which you can find yourself in the e-journals in the library. There is also a list of further readings for most topics in this handbook. And here are some additional resources that you might find of interest.

Taylor, K. Y. (2016). *From# BlackLivesMatter to black liberation*. Haymarket Books. Janes, R. R., & Sandell, R. (Eds.). (2019). *Museum activism*. Routledge.

Al-Zubaidi L. and M. Cassel (eds) (2013) *Diaries of an Unfinished Revolution: Voices from Tunis to Damascus*.

Brown, P. and Mikkelsen, E.J. (1990) *No Safe Place: Toxic Waste, Leukemia, and Community Action*. Berkeley: University of California Press.

Bullard, R. (1994) (ed) *Confronting Environmental Racism: Voices from the Grassroots*. Boston: South End Press.

Brenner, B.A. (2000) *Sister support: women create a breast cancer movement*. In Kasper, A.S. and Ferguson, S.J. (eds) *Breast Cancer: Society Shapes an Epidemic*. New York: St. Martin's Press.

Castells, M. (1997) *The Power of Identity: the Information Age v. 2*. Oxford: Blackwell.

Chatterjee, Partha (2004): *The Politics of the Governed: Reflections on Popular Politics in Most of the World*. New York: Columbia University Press.

Coelho, V. and B. von Lieres (eds.) *Mobilizing for Democracy: Citizen Action and the Politics of Public Participation*, London: Zed.

Davis, Angela (2016) *Freedom is a Constant Struggle. Ferguson, Palestine and the Foundations of a Movement*. Chicago: Haymarket Books.

SOME READINGS

Epstein, S. (1996) *Impure Science: AIDS, Activism, and the Politics of Knowledge*. Berkeley: University of California Press.

Zia, A. (2019). *Resisting disappearance: military occupation and women's activism in Kashmir*. University of Washington Press.

Fleischer, D. and Zames, F. (2001) *The Disability Rights Movement: From Charity to Confrontation*. Philadelphia: Temple University Press

Melucci, A., (1989) *Nomads of the present: social movements and individual needs in contemporary society*. Philadelphia: Temple University Press.

Mouffe, C. (1995,) 'Democratic politics and the question of identity', in J. Rajchman (ed), *The Identity in Question*. New York: Routledge.

McAdam, D.; S. Tarrow and C. Tilly (2001) *Dynamics of Contention*. Cambridge: Cambridge University Press.

Szasz, A. (1994) *Ecopopulism: Toxic Waste and the Movement for Environmental Justice*. Minneapolis: University of Minnesota Press.

Taylor, Keeanga-Yamahtta (2016) *From #BlackLivesMatter to Black Liberation*. Chicago: Haymarket Books.

Phillips, A. (1995) *The Politics of Presence*. Oxford University Press, Oxford.

Tarrow, S. (1998) *Power in Movement: Social Movements and Contentious Politics*, (4th edn) *Cambridge Studies in Comparative Studies*, Cambridge

MODULE OUTLINE

- WEEK 1:** Exploring Activism and Disobedience, then and now
- WEEK 2:** Resistance, Empathy, and Subaltern Voices
- WEEK 3:** Unruly Politics
- WEEK 4:** Media, Representation and Testimony
- WEEK 5:** Imagining and Creating Alternative Futures
- WEEK 6:** Workshop 1: Brainstorming Campaign
- WEEK 7:** Topics Workshop 2: Defining the Challenge
- WEEK 8:** Workshop 3: Goals, Activities and Stakeholders
- WEEK 9:** Workshop 4: Timing and Communications
- WEEK 10:** Workshop 5: Budgeting and Evaluation
- WEEK 11:** Wrap up: Final Workshop and/or Presentation

PART I: DEBATES and THEORIES in the LITERATURE on ACTIVISM

WEEK 1: EXPLORING ACTIVISM AND DISOBEDIENCE, THEN AND NOW

This week we will introduce ourselves to one another, explore our interests and discuss the module. We will explore the various meanings of activism from a historical perspective.

Essential Readings:

Ishkanian, A., & Glasius, M. (2017). What does democracy mean? Activist views and practices in Athens, Cairo, London and Moscow. *Democratization*, 24(6), 1006-1024.

Calhoun, Craig (1993) "The New Social Movements of the Early Nineteenth Century", *Social Science History*, 17 (3). 385-427.

Further Readings:

Escobar, A. (1992) "Culture, Economics and Politics in Latin American Social Movements Theory and Research." In A. Escobar and S. Alvarez (eds) *The Making of Social Movements in Latin America: Identity, Strategy and Democracy*. Boulder: Westview Press: 62-88.

Motta, Sara and Nilsen, Alf Gunvald (2011) 'Social Movements and/in the Post Colonial' in Sara Motta and Alf Gunvald Nilsen (eds.), *Social Movements in the Global South: Dispossession, Development and Resistance*, London: Palgrave, pp. 1-34.

Shantz, Jeffrey, (2010. 'Understanding Anarchy: Contemporary Anarchism and Social Movement Theory', *Resistance Studies Magazine*, Issue1, 2010. pp. 42-56.
Appadurai, A., 2000, *Grassroots Globalisation and the Research Imagination*, *Public Culture*, 12: 1-19

Escobar, A. (1992) 'Anthropology and the study of social movements.' *Critique of Anthropology, Culture, Practice and Politics*. Vol. 12, No. 4

WEEK 2: RESISTANCE, EMPATHY, AND SUBALTERN VOICES

This week we will explore three possible perspectives for thinking about and responding to activism and its relationship to development and social justice - resistance, empathy and subalterneity. By considering these perspective in relation to one another we will explore ways in which, taken together, each of these analytical standpoints can offer specific insights into the capacities and potential limitations of social activism and development practice. Linkages between resistance, empathy, and subaltern perspectives can be seen in a number of discussions and debates regarding social action and development practice, from advocacies regarding the idea of immersion or participation in international development work, to some more contemporary arguments regarding affect in feminist and development theory.

Task: In preparation for this week' seminar, you will undertake an exercise called 'Evidence of Activism.' In the week prior to the seminar you are asked to look for and record encounters with activism in your day-to-day life. You can record your observations through written notes, photos, drawings or sound recording etc. Aim to be creative. You will upload a snapshot of your findings to the padlet site on this week's CANVAS page by Monday morning. Also consider whether your example represents an example of resistance, empathy or subaltern voices (or a combination of these), drawing on this week's readings. (The padlet setting is anonymous so your name will not automatically be displayed, so please add it if you want to).

You can post directly into the site below or you can use the following link to access the site. <https://uofsussex.padlet.org/as905/axoaoig83e72i6na>

WEEK 2: RESISTANCE, EMPATHY, AND SUBALTERN VOICES

Essential readings:

Abu-Lughod, L. (1990) The Romance of Resistance: tracing transformations of power through Bedouin women. *American Ethnologist*. Vol. 17, No. 1

Pedwell, C. (2012) Affective Self-transformation: Empathy, neo-liberalism and international development. *Feminist Theory*. Vol. 12, No.1, pages 163-179

Kapoor I (2004) 'Hyper-Self-Reflexive Development? Spivak on Representing the Third World "Other"'. *Third World Quarterly*, Vol. 25, No. 4, pages 627-647

Recommended Readings:

Chambers R (2007) 'Overview. Immersions: Something is Happening'. *Participatory Learning and Action* 57(December): Vol. 9, No. 14.
<http://pubs.iied.org/G02230.html>

Mato, D. (2000) Not "Studying the Subaltern" but studying with "Subaltern" Groups, or at Least Studying the Hegemonic Articulations of Power, *Nepantla - Views from the South*, Vol. 1, No. 3, pages 475-502
Available at: <http://muse.jhu.edu/journals/nepantla/v001/1.3mato.html>

Further Readings:

Chatterjee, P. (2012) After Subaltern Studies. *Economic and Political Weekly*.
<http://thinkingafricarhodesuniversity.blogspot.co.uk/2012/08/after-subaltern-studies.html>

Didur, J. and Hefferman, T (2003) Revisiting the Subaltern in the new Empire, *Cultural Studies*, Vol. 17, No. 1, pages 1-15

Spivak GC (1988) 'Can the Subaltern Speak?' In: Nelson C and Grossberg L (eds.) *Marxism and the Interpretation of Culture* Basingstoke: Macmillan Education, pages 271-316.
http://www.mcgill.ca/files/crclawdiscourse/Can_the_subaltern_speak.pdf

WEEK 2: RESISTANCE, EMPATHY, AND SUBALTERN VOICES

Rajagopal, B (2003) *International Law from Below: Development, Social movements, and Third World Resistance*. Cambridge. Cambridge University Press

Moore, D. (1998) 'Subaltern Struggles and the Politics of Place: remapping resistance in Zimbabwe's Eastern Highlands' *Cultural Anthropology*, Vol. 13, No. 3, pages 344-381

Ortner, S.B. (1995) 'Resistance and the Problem of Ethnographic Refusal', *Comparative Studies in Society and History*, Vol. 37, No. 1, pages 173-193.

Pedwell C (2012) 'Economies of Empathy: Obama, Neoliberalism and Social Justice', *Society and Space*, Vol. 30, No. 2, pages 280-297.

Spivak GC (1997) 'Pax Electronica: Against Crisis-Driven Global Telecommunication. An Interview with Gayatri Spivak. By Geert Lovnik, 27 July'. Available at: <http://www.kunstradio.at/FUTURE/DX/EVENTS/geert-spivak.html>

Spivak GC (2003) 'A Conversation with Gayatri Chakravorty Spivak: Politics and the Imagination'. Interview by Jenny Sharpe. *Signs: Journal of Women in Culture and Society*, Vol. 28, No. 2, 609-624.

Resource:

See RSA Animate - Empathy <http://www.youtube.com/watch?v=17AwnfFRc7g>

Films:

Beyond the Numbers: A Human Perspective on Tibet's Self-immolations
http://www.filmsforaction.org/watch/beyond_the_numbers_a_human_perspective_on_tibets_selfimmolations/

Two Stories http://www.filmsforaction.org/watch/two_stories_2012/

WEEK 3: UNRULY POLITICS

This week we explore the concept of unruly politics that has been developed to analyze new forms of activism that emerge and are organized in a less organized and more spontaneous way. They are characterized by diverse performative action and often mediated or connected by new communication technologies and other media. They can also be random or even chaotic and unruly. This may be a part of the potency of such movements, in that they cannot be easily defined or located around one set organizing principles or activists.

Task: In preparation for this week's seminar, after reading the Khanna piece, you are asked to research an example of what you think are unruly politics. Questions to focus on could include: How did the movement emerge? Who are its main participants? What are its objectives and tactics? Is it being successful? Post basic information about your example and a photo on the padlet on this week's CANVAS page. You can post directly into the page or use the following link to access the padlet <https://uofsussex.padlet.org/as905/60yowedv7ewe982e> (Links to an external site.)

You might also be asked to present more information about example during the seminar.

Essential readings:

Khanna, Akshay, et al. "The Changing Faces of Citizen Action: A mapping study through an 'unruly' lens." *IDS Working Papers* 2013.423 (2013): 1-70.

Lettinga, Doutje, and Femke Kaulingfreks. "Clashing activism: International human rights organizations and unruly politics." *Journal of Human Rights Practice* 7.3 (2015): 343-365.

Recommended Reading:

Çıdam, Ç. (2017). Unruly practices: Gezi protests and the politics of friendship. *New Political Science*, 39(3), 369-392.

Kaulingfreks, F. N. A. (2016). Senseless violence or unruly politics? The uncivil revolt of young rioters. Available at <https://repository.uhn.ru.nl/bitstream/handle/2066/163182/163182.pdf?sequence=1>

WEEK 3: UNRULY POLITICS

Further Readings:

Kaulingfreks, F. (2016). *Uncivil engagement and unruly politics: Disruptive interventions of urban youth*. Springer.

Hossain, N. (2011, November). The significance of unruly politics in Bangladesh. In BRAC University Institute of Governance Studies 40 Years conference, Dhaka, Bangladesh (pp. 26-28).

khanna, a. (2012), 'Seeing Citizen Action through an 'Unruly' Lens', *Development*, 55(2), 162-172. Accessible at <http://www.palgrave-journals.com/development/journal/v55/n2/abs/dev201221a.html>

Tadroz, Mariz, 2011. 'The Politics of Unruly Ruptures', UNRISD eBulletin, Issue 7, December 2011. Available at <http://www.unrisd.org/unrisd/website/newsview.nsf/%28httpNews%29/6CA99340950AAC125795D00581C33?OpenDocument>

WEEK 4: MEDIA, REPRESENTATION AND TESTIMONY

This week, we will examine the role media representations play in activism. In particular, we will explore how new communication technologies and social media are implicated in social action and social change. In addition, we will look at ways in which testimonies may work as a powerful aspect of activist work. Testimonies have the power to attribute human experience to activist causes, and can be important in claims to rights, fights for justice, or bearing witness to violation. Testimonies may evoke important issues regarding the ethics of representation. Is it justifiable for people's personal testimonies and accounts to be used for wider political purposes? Do such practices give agency and voice to disempowered peoples or might they also ultimately subsume the individual into a wider social cause – to positive or negative effect?

Task: In preparation for this week, try and find an example of a testimony related to activism. You might look to mainstream media, social media platforms or charity promotional literature, as well as draw on your own experience. In preparation for presenting your testimony, ask yourself the following questions: Do you find the testimony convincing? Do you think it is useful to its cause? Have you come across testimonies that you consider problematic, for whatever reason?

Essential readings:

Madianou, Mirca. (2013) "Humanitarian campaigns in social media: network architectures and polymedia events." *Journalism Studies* 14(2), 249-266.

Thomas, K. (2018). Decolonisation is now: photography and student-social movements in South Africa. *Visual Studies*, 33(1), 98-110.

Carney, N. (2016). All lives matter, but so does race: Black lives matter and the evolving role of social media. *Humanity & Society*, 40(2), 180-199.

WEEK 4: MEDIA, REPRESENTATION AND TESTIMONY

Recommended Readings

Fassin, D. (2008). The humanitarian politics of testimony: Subjectification through trauma in the Israeli-Palestinian conflict. *Cultural Anthropology*, 23(3), 531-558.

Gladwell, M. (2010) "Why the revolution will not be tweeted." *The New Yorker*. October 4.

Ross, Fiona C. "On having voice and being heard some after-effects of testifying before the South African truth and reconciliation commission." *Anthropological Theory* 3.3 (2003): 325-341.

Turner, Terence. 1992. Defiant Images: The Kayapo Appropriation of Video. *Anthropology Today* 8, no. 6 (December 1): 5-16. doi:10.2307/2783265.
Further Readings on Testimony:

Thomas, K. (2008). Selling sorrow: testimony, representation and images of HIV-positive South African women. *Social Dynamics*, 34(2), 216-226.

Das, V. (2003) Trauma and Testimony: Implications for Political Community. *Anthropological Theory*. Volume. 3. Number 3. Pages 293-307

Newdick, V.A. (2012) "To know how to speak": technologies of indigenous women's activism against sexual violence in Chiapas, Mexico. Doctoral thesis available as PDF at URL <http://repositories.lib.utexas.edu/handle/2152/ETD-UT-2012-08-6306>

Robins, S. (2008) From "Rights" to "Ritual": AIDS Activism in South Africa. *American Anthropologist*. Vol. 108. Issue 2. Pages 312-323

Das, Veena (1990) 'Our Work to Cry: Your Work to Listen', in Veena Das (ed.) *Mirrors of Violence: Communities, Riots and Survivors in South Asia*, pp. 345-99. Delhi: Oxford University Press.

WEEK 4: MEDIA, REPRESENTATION AND TESTIMONY

Recommended Readings

Hale, Charles (1997) 'CA Forum on Anthropology in Public: Consciousness, Violence, and Politics of Memory in Guatemala', *Current Anthropology* 38(5): 817-38.

Hallas, R. (2010) *Reframing Bodies: AIDS, bearing witness, and the queer moving image*. Durham: Duke University Press. There is one copy available in the library -Main PN 1995 HAL

Shaw, R. (2007) *Memory Frictions: Localizing the Truth and Reconciliation Commission in Sierra Leone*. *The International Journal of Transitional Justice*. Volume 1. Issue 2. Pages 183-207

Further Readings on Media:

Garrett, K. (2006) *Protest in an Information Society: a review of literature on social movement and new ICTs*. *Information, Communication & Society*. Vol. 9, Issue 2, pages 202-224

Arvizu, S (2009) *Creating alternative visions of Arab society: emerging youth publics in Cairo*. *Media, Culture and Society*, Vol. 31, No. 3, pages 385-407
B

ucy, E. P. (2001) *Media Participation: A Legitimizing Method of Mass Democracy*. *New Media and Society*, Vol. 3, No. 3, pages 357-80

Bennett, W. (2003) *Communicating Global Activism: Information, Communication & Society*. Vol. 6, Issue 2, pages 143-16

Diani, M. (2000) *Social Movement Networks Virtual and Real*. *Information, Communication & Society*. Vol. 3, Issue 3, pages 386-401

Gillett, J. (2003) *Media activism and Internet use by people with HIV/AIDS*. *Sociology of Health and Illness*. Vol. 25, Issue 6, pages 608-624

Rasmussen, T, (2013) *Internet-based media, Europe and the political public sphere*. *Media, Culture and Society*. Vol 35, No. 1, pages 97-104

WEEK 4: MEDIA, REPRESENTATION AND TESTIMONY

Further Readings on Media:

Van Aelst, P (2002) New media, new movements? The role of the internet in shaping the anti-globalization movement. *Information, Communication & Society*. Vol. 5. Issu4 4. Pages 465-493

William, C.K. and Hacket, R.A. (2006) Democratic Media Activism Through the Lens of Social Movement Theory. *Media, Culture and Society* Vol. 28. No 1. Pages 83-104

Wasserman, H. ed. (2011) *Popular Media, Democracy and Development in Africa*. Routledge. London [All of the chapters are relevant. For this week Chapters 1 and chapters 6-9 are most relevant].

Youngs, G. (2011) Digital Globalization and Democracy: The territorial walls come tumbling down? In *Development*, suppl. Special Issue produced for the SID World Congress, pages147-149.

Ramírez, R. and Quarry, W. (2010) *Communication for Another Development*. In *Development* Vol. 53, Issue 1, pages 54-57.

Gillett, James. 2003 Media activism and Internet use by people with HIV/AIDS. . *Sociology of Health & Illness* Vol. 25 No. 6 ISSN 0141- 9889, pp. 608- 624
Ginsburg, F aye 1993 Aboriginal Media and the Australian Imaginary. Theme issue, "Screening Politics in a World of Nations," *Public Culture* 5 (3): 557-578.

Gitlin, Todd. 2003. *The Whole World is Watching: Mass Media in the Making & Unmaking of the New Left*. [2. ed.]. Berkeley Calif.: University Presses of California Press.

WEEK 4: MEDIA, REPRESENTATION AND TESTIMONY

Please explore some of the resources and links below:

<http://panos.org.uk/our-work/>

<http://participationpower.wordpress.com/2012/12/19/participatory-visual-processes-in-nairobis-margins/>

<http://www.ids.ac.uk/news/media-violence-and-citizenship>

<http://www.ids.ac.uk/files/dmfile/IDSMediatingVoicesfinal.pdf>

http://www.theatlantic.com/international/archive/2012/03/the-white-savior-industrial-complex/254843/?single_page=true

http://www.tacticaltech.org_

Further readings on representation

Conklin, Beth A. 1997. Body paint, feathers, and VCRs: Aesthetics and authenticity in Amazonian activism. *American Ethnologist* 24, no. 4: 711-37. doi:10.1525/ae.1997.24.4.711.

Graham, Laura. 2005. Image and instrumentality in a Xavante politics of existential recognition: the public outreach work of Eténhiritipa Pimentel Barbosa. *American Ethnologist*. 32/4: 622-641.

Webb, Martin. 2010. Success stories: rhetoric, authenticity, and the right to information movement in north India. *Contemporary South Asia* 18, no. 3: 293-304. doi:10.1080/09584935.2010.501098.

Albro, R. 2006. The Culture of Democracy and Bolivia's Indigenous Movements. *Critique of Anthropology*. 26/4: 387-410.

Barnett, Clive 1999 The Limits of Media Democratization in South Africa: Politics, Privatization and Regulation. *Media, Culture and Society* 21(5):649-671.

Billig, Michael. 1995. Rhetorical Psychology, Ideological Thinking and Imagining Nationhood. In *Social Movements and Culture*, ed. Hank Johnston and Bert Klandermans, 64-81. London: Univesity College London Press.

WEEK 4: MEDIA, REPRESENTATION AND TESTIMONY

Further readings on representation

Bowen, J. 2000. Should We Have a Universal Concept of 'Indigenous Peoples' Rights'? *Anthropology Today*. 16/4: 12-16.

Brown, Michael F. 1993. Facing the State, Facing the World: Amazonia's Native Leaders and the New Politics of Identity. *L'Homme*. XXXIII:307-326.

Buckingham, David. 2009 Creative 'visual methods in media research: possibilities, problems and proposals' *Media Culture Society* 31: 633

Couldry, N. and J. Curran (eds) (2003) *Contesting Media Power: Alternative Media in a Networked World*. Lanham, MD: Rowman and Littlefield

Downing, J.D.H. with T.V. Ford, G. Gil and L. Stein (2001) *Radical Media: Rebellious Communication and Social Movements*. London: Sage.

Gamson, William A., and Gadi Wolfsfeld. 1993. Movements and Media as Interacting Systems. *Annals of the American Academy of Political and Social Science* 528 (July): 114-125.

Gorringe, Hugo. 2010. Resounding rhetoric, retreating rebels: the use and impact of militant speeches in Tamil Dalit movements. *Contemporary South Asia* 18, no. 3: 281. doi:10.1080/09584935.2010.501097.

Graham Meikle *Future active: media activism and the internet*

Keck, Margaret, and Kathryn Sikkink. 1998. *Activists Beyond Borders: Advocacy Networks in International Politics*. Ithaca N.Y.: Cornell University Press.

McChesney, R.W. and J. Nichols (2002) *Our Media, Not Theirs: The Democratic Struggle against Corporate Media*. New York: Seven Stories Press. *Media*

Development (2004) 'Editorial', *Media Development* 51(1): 2.

Pink, Sarah 2009 *Visual Interventions: Applied Visual Anthropology*, Berghan Books

Sakr, Naomi 2004 'Friend or foe? Dependency theory and women's media activism in the Arab Middle East' *Critique: Critical Middle Eastern Studies* Volume 13, Issue 2

William K. Carroll and Robert A. Hackett 2006 'Democratic media activism through the lens of social movement theory' *Media Culture Society* 28: 83

WEEK 5: IMAGINING AND BUILDING ALTERNATIVE WORLDS

Since the Battle for Seattle in 1999, alter-globalization movements of various kinds have been fighting against corporate globalization. This week, we will discuss different strategies alter-globalization activists have used, as well as the role that prefigurative politics and ideas about the pluriverse can play in imagining and building alternative futures. We will also look into historical and contemporary experiments in which communities, activists, social movements and local governments have implemented alternative models to tackle economic and social inequalities: Workers' control at occupied factories, communes, cooperatives, participatory budgeting, transition towns, local exchange trading systems and alternative currencies.

Essential Readings:

Gibson-Graham, Julie Katherine. (2008) "Diverse economies: performative practices for other worlds'." *Progress in Human Geography* 32.5: 613-632.

Maeckelbergh, Marianne. 2011. Doing is Believing: Prefiguration as Strategic Practice in the Alter globalization Movement. *Social Movement Studies: Journal of Social, Cultural and Political Protest* 10, no. 1: 1.

Escobar, A. (2017). "Sustaining the pluriverse: the political ontology of territorial struggles in Latin America." In *The Anthropology of Sustainability* (pp. 237-256). Palgrave Macmillan, New York.

Recommended Readings:

Kavada, Anastasia. "Creating the collective: social media, the Occupy Movement and its constitution as a collective actor." *Information, Communication & Society* 18.8 (2015): 872-886.

Kolarova, M (2009) Fairies and Fighters: Gender tactics of the alter-globalization movement in Prague and Genoa. *Feminist Review*. Issue 92. Pages 91-107.

Pahnke, A. (2015) "Institutionalizing economies of opposition: explaining and evaluating the success of the MST's cooperatives and agroecological repeasantization", *Journal of Peasant Studies*, 42 (6).

WEEK 5: IMAGINING AND BUILDING ALTERNATIVE WORLDS

Further Readings:

Gwendolyn Hallsmith (2012) "Monetary Ecofeminism: Reinventing the Economy with Complementary Currencies", *Peace and Freedom*, 72 (2): 6-27.

Reinecke, J. (2018). Social Movements and Prefigurative Organizing: Confronting entrenched inequalities in Occupy London. *Organization Studies* 39.9: 1299-1321

Bramble, T. (2006) 'Another world is possible': A study of participants at Australian alter-globalization forums. *Journal of Sociology*. Volume 42. Number 3. Pages 287-309.

Graeber, D. 'The Globalization Movement: some points of clarification' in M. Edelman and A. Haugerud (eds) *The Anthropology of Development and Globalization* (2005)

Juris, J. (2008) The New Digital Media and Activist Networking within Anti-corporate Globalization Movements in *The Annals of the American Academy of Political and Social Science*. Volume 597. Number 1. Pages 189-208

Martinez, M. (2007) The Squatters Movement: Urban Counter-Culture and Alter-Globalization Dynamics. *South European Society and Politics*. Volume 12. Issue 3. Pages 379-398

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Dario Azzellini (2016) *Communes and Workers' Control in Venezuela, Building 21st Century Socialism from Below*, Brill Publishers.

Nick Srnicek and Alex Williams (2016) *Inventing the Future: Postcapitalism and a World Without Work*, London: Verso.

Giacomo D'Alisa, Federico Demaria and Giorgos Kallis (eds.) *Degrowth: A Vocabulary for a New Era*, London: Routledge.

WEEK 5: IMAGINING AND BUILDING ALTERNATIVE WORLDS

Further Readings:

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Sam Bowles and Herbert Gintis (1999) *Recasting Egalitarianism: New Rules for Communities, States and Markets*, London: Verso.

Ben Selwyn (2017) *Struggle for Development*, Polity Press.

Ramon Flecha and Pun Ngai (2014) "The Challenge for Mondragon: Searching for Cooperative Values in Times of Internationalisation", *Organisation*, 21(5).

Ignacio Bretos and Anjel Errasti (2018) "The Challenges of Managing Across Borders in Workers' Cooperatives: Insights from the Mondragon Cooperative Group", *Journal of Cooperative Organisation and Management*, 6 (1): 34-42.

Karen Ann Faulk (2016) "Recuperar el Trabajo: Utopia and the Work of Recovery in an Argentinian Cooperativist Movement", *The Journal of Latin American and Caribbean Anthropology*, 21 (2): 294-316.

Daniel Ozarow and R. Croucher (2014) "Workers' Self-Management, Recovered Companies and the Sociology of Work", *Sociology*, 48 (5): 989-1006.

Jem Bendell and Matthew Slater (2017) "Thwarting an Uber Future for Complementary Currencies: Open Protocols for a Credit Commons", Paper presented to the IVth Conference on Complementary Social Monies, 10-14 May, Barcelona.

Nigel Dodd (2015) "Utopianism and Future of Money", in Patrik Aspers and Nigel Dodd (eds.) *Re-imagining Economic Sociology*, Oxford University Press.

Camille Meyer and Marek Hudon (2017) "Alternative Organisation in Finance: Commoning in Complementary Currencies", *Organization*, 24 (5): 629-647.

Alessandro Sparo and John Martin (2018) "Complementary Currencies: What Role Should They Be Playing in Local and Regional Governments?", *Public Money and Management*, 38 (2): 139-146.

WEEK 5: IMAGINING AND BUILDING ALTERNATIVE WORLDS

Further Readings:

David Boyle (2014) "The Potential of Time Banks to Support Social Inclusion and Employability: An Investigation of the Use of Reciprocal Volunteering and Complementary Currencies for Social Impact", IDEAS Working Paper.

Caterina Nirta (2017) *Marginal Bodies, Trans Utopias*, London: Routledge.
William H. Pease and Jane Pease (1963) *Black Utopias: Negro Communal Experiments in America*, Wisconsin Historical Society.

Gurminder Bhambra (2015) "On the Haitian Revolution and Society of Equals", *Theory, Culture & Society*, 32 (7-8).

Semley, Lorelle D. 2013. 'To Live and Die, Free and French: Toussaint Louverture's 1801 Constitution and the Original Challenge of Black Citizenship,' *Radical History Review* (115): 65-90

Angelo AM. 2009. 'The Black Panthers in London, 1967-1972: A Diasporic Struggle Navigates the Black Atlantic', *Radical History Review* 2009 (103): 17-35

Bhambra, G. (2014) "Postcolonial and Decolonial Dialogues", *Postcolonial Studies*, 17 (2): 115-121.

Franz Fanon, F. (1963) *Black Skin, White Masks*. London: Pluto Press.

Pamela Pilbeam (2013) *Saint-Simonians in Nineteenth Century France, From Free Love to Algeria*, Palgrave Mac Millan.

Richard Stites (1995) "Social Daydreaming Before the Revolution", in *Revolutionary Dreams: Utopian Vision and Experimental Life in Russian Revolution*, Oxford University Press.

Subir Sinha (2003) "Development Counternarratives: Taking Social Movements Seriously", in K. Sivaramakrishnan and A. Agrawal (eds.) *Regional Modernities: the Cultural Politics of Development in India*, New Delhi: Oxford University Press.

WEEK 5: IMAGINING AND BUILDING ALTERNATIVE WORLDS

Further Readings:

Adrian Smith (2015) "Socially Useful Production", STEPS Working Paper 58, Brighton: STEPS Centre.

David Elliott (1977) "The Lucas Aerospace Workers' Campaign", Young Fabian Pamphlet 46, Londra: Fabian Society.

Nick Srnicek (2016) Platform Capitalism, Polity Press.

Paul Mason (2015) Post-Capitalism, A Guide to our Future, Allen Lane.

Adrian Smith, Mariano Fressoli, Dinesh Abrol, Elisa Arond and Adrian Ely (eds.) (2016) Grassroots Innovation Movements, Pathways to Sustainability, London: Routledge.

PART II: DESIGNING A CAMPAIGN

WEEK 6: WORKSHOP 1 - BRAINSTORMING CAMPAIGN TOPICS

In this week's seminar, which everybody will be attending on zoom from 3 to 6 pm, I will announce the groups in which you will work for the rest of the term on your campaigns. I will introduce that work in detail and explain the structure of the workshops. The seminar will then finish with some brainstorming exercises that will allow groups to explore possible campaign subjects they might want to work on. You will have at least one hour of dedicated group work time in a zoom break-out room to keep working on your topic.

Here is the link for the workshop, starting on March 1st at 3pm.

Join URL: <https://universityofsussex.zoom.us/j/94769848221>

Developing your campaign will be done through a series of workshops. Each workshop follows the same format: I will upload a pre-recording of the weekly task and the relevant tools. Groups will then have time to work on their campaigns applying the tools. You can do this during the Monday seminar time slot or at another time that might suit your group members better. You can decide whether you want to do this work in-person or virtually depending on the COVID-situation and what works best for your group.

I will meet with each group for 15 to 20 min each week, either in person or more likely on zoom, to discuss the weekly work. I will try and have most of these meetings during the Monday seminar time slot but will probably also need to have some meetings outside of that time, depending on how many campaign groups there are.

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In preparation for each meeting with me, **you will prepare a short write up of the results of your weekly work**. All of that documentation will feed into the campaign strategy report you will hand in as the final group project at the end of term. This means that the more time you put into the weekly group work and the write up, the more feedback you will get from me during our weekly meetings and the more prepared you will be to write your final report.

Your discussions from this week's workshop will result in your group **deciding on the topic** that you want to focus your campaign on. You will also write a **600 word situational analysis describing the issue you have chosen, why it is important and how you are thinking about addressing it**. Email me your analysis in a word document by **Friday, March 5th, 10 am** so that I have time to read and comment on them before the weekly meetings start next Monday.

There are no readings for this week, as I expect you will be finishing up your essays, which are due this week.

WEEK 7: WORKSHOP 2 - DEFINING THE CHALLENGE

In this week's workshop time, based on your situational analysis, you will scope your campaign using a 'problem tree analysis' tool.

Resulting from this work, you will prepare a **250 word problem statement** as well as **2 or 3 campaign objectives and a few sentences justifying each objective**. One member of your group needs to email this to me by Friday March 12th 10 am.

I will also **begin my weekly meetings** as discussed with each group individually and provide you comments on your situational analysis.

WEEK 8: WORKSHOP 3 - GOALS, ACTIVITIES AND STAKEHOLDERS

In this week's workshop, you will develop SMART (specific, measurable, achievable/action-oriented, realistic/ relevant, timely/time-bound) goals for your campaign and how to translate these into concrete activities. These will help you realize the objectives you have decided on last week. In addition, you will begin to identify and analyze the stakeholders involved in your campaign; who are its partners, allies, beneficiaries, funders, opponents etc and how is power, decision making and resource allocation distributed among them. This will result in a joint stakeholder- power map, which you will need to include in your campaign report.

Resulting from this work, you will prepare a **draft of your SMART goals and an initial sketch of your stakeholder map**. One member of your group needs to **email this to me by Friday March 19th 10 am**.

I will continue **my weekly meetings** as discussed with each group individually and provide you with comments on your problem statement and campaign objectives.

WEEK 9: WORKSHOP 4 - COMMUNICATIONS AND TIMING

This week you will continue your stakeholder discussion and link it to your campaign's communication strategies. This includes developing a set of key messages, deciding on their audience and the most appropriate channels to communicate these messages, eg. traditional media, PR, advertising, social media etc.

You will also draft a timeline for your campaign. This will be the last workshop before the spring break.

Resulting from this work, you will prepare a **500 word draft of your communication strategy**. One member of your group needs to **email this to my by Friday March 26th 10 am**.

I will continue **my weekly meetings** as discussed with each group individually and provide you comments on your SMART goals and stakeholder drafts.

WEEK 10: WORKSHOP 5 - BUDGETING AND EVALUATION

In this week's workshop, you will begin to budget for your campaign. You will also work on monitoring and evaluation tools to determine what success would look like for each of your objectives and how you will be able to tell whether you have been successful or not. This will result in an evaluation plan detailing your success indicators and how they will be measured and captured.

Resulting from this work, you will prepare a **draft of your monitoring and evaluation plan**. One member of your group needs to **email this to me by Friday April 23rd, 10 am**.

I will continue **my weekly meetings** as discussed with each group individually and provide you comments on your communications strategies.

WEEK 11: WORKSHOP 6 - FINAL SWOT ANALYSIS AND/OR PRESENTATIONS

This week is our final workshop, before the reports are due next week. As a class and depending on the progress groups have made so far, we will decide how to use this workshop. We can either do more campaign work, for example by applying the SWOT analysis tool, which will help you identify 3 to 4 strengths, weaknesses, opportunities and threats of your campaign. Such a SWOT analysis will help you cast a final critical eye on your campaign. Alternatively, we can use this time for groups to present their campaigns (informally and non-assessed) in order to receive feedback before finishing them for next week. If by this time social distancing etc is lifted, we might also be able to come together for a celebration of the term.

I will have my final meetings with each group to discuss your M&E plans and any other issues that might have arisen.