

CRITICALLY REFLECT UPON THE DIFFERENCES AND SIMILARITIES BETWEEN ADVOCACY AND ACTIVISM

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INTRODUCTION

This presentation will demonstrate the following:

- What is Advocacy and what are its causes?
- What is Activism and what are its causes?
- What are the similarities and differences between the two?

Followed by:

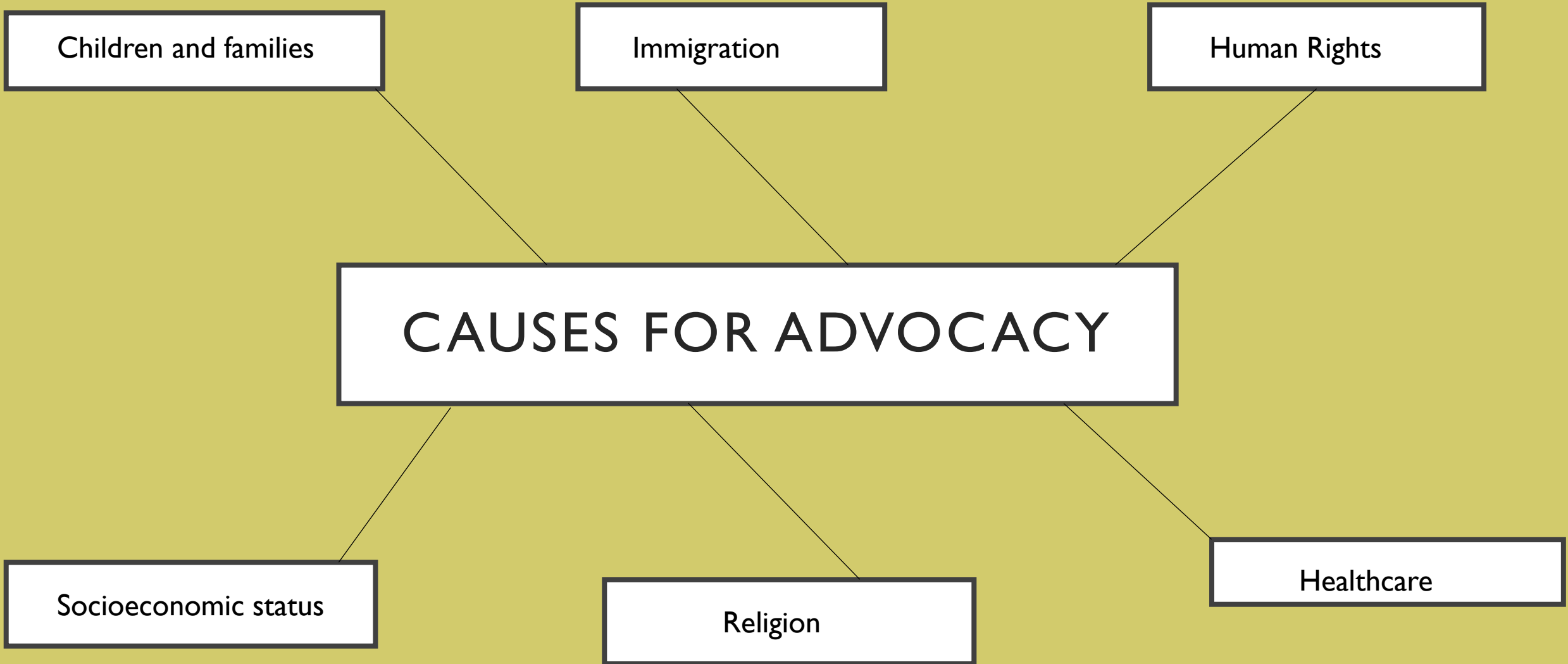
- A demonstration of social movement 'Black Lives Matter', and how this movement relates to Advocacy and Activism.

WHAT IS ADVOCACY?

Advocacy creates change by implementing action. Advocates create change by taking action to achieve a particular result or goal (Wilks, 2012).

Advocates support individuals to help them understand their rights and assist them with accessing information and services that are appropriate to their case (Spicuzza, 2003).

Advocacy plays a key role in promoting active participation within services and promotes service user's rights (Darlymple and Boylan, 2013).



WHAT IS ACTIVISM?

Activists recognise injustices in society, highlight them and call for reform. Activists call for reform by protesting and using demonstrations which can often be viewed as disorderly.

(Svirsky, 2010)

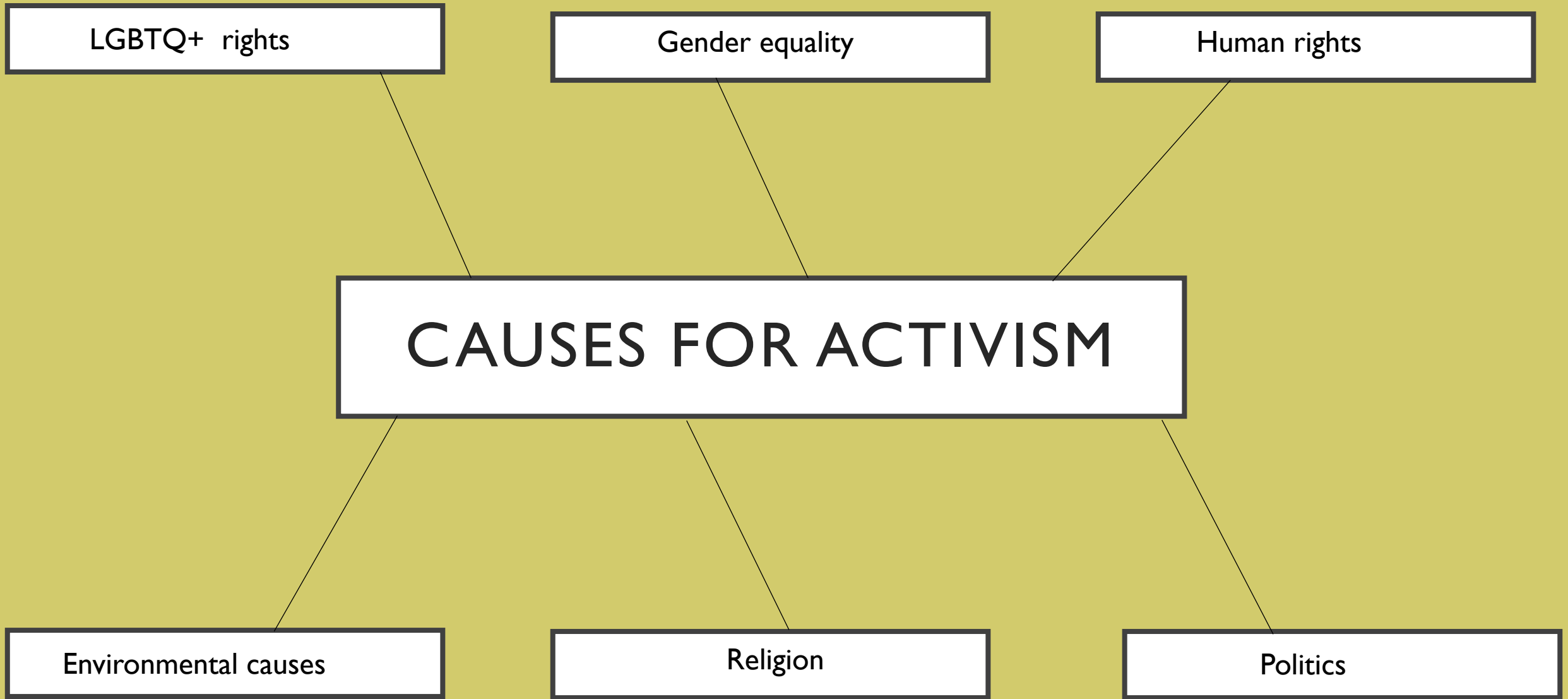
Activism has various forms, some of which are conventional and others which are viewed as unconventional.

Examples of conventional acts of activism include;

- Public speeches
- Public Marches
- Vigils

Examples of unconventional acts of activism include;

- Non peaceful protests, often resulting in violence and disobedience
- Unpleasant interferences
- Obstructing and trespassing



SIMILARITIES

- Advocates and Activists are both committed to driving positive change in society
- Advocates and Activists both speak out against social injustices
- Advocates and activists raise awareness surrounding worldwide political, social and cultural issues

(Sauer and Lalvani,
2017)

DIFFERENCES

- Advocates speak out against injustices in society, whereas activists act against these issues
- Advocates use conventional actions to create change. However, activists use both conventional and unconventional tactics to protest change
- Advocacy focuses on representing an individual or cause through civil interventions such as speaking, writing or acting on behalf of them. Whereas Activists take direct action to highlight a cause, using both civil and uncivil interventions

(Sauer and
Lalvani, 2017)

SOCIAL MOVEMENTS

Social movements are created to implement a change in the structure of society or societal values. Individuals who share a common goal, come together in solidarity, to address issues in society. They do this by challenging social norms and demanding;

- Political change
- Changes in laws and legislation
- Behavioural or ideological change

BLM MOVEMENT

What is the movement about?

BLM is a social and political movement which highly promotes anti-racism and brings attention to racial inequality and discrimination based on race or ethnicity.

What is their mission?

- Equality between races
- Freedom from acts of violence based on race or ethnicity
- Freedom from discrimination in workplace environments, based on their race or ethnicity
- Equal rights for housing and property and employment

Influential names from black history movements

- Martin Luther King
- Rosa Parks

ACTIVISM OR ADVOCACY? BLM MOVEMENT

ADVOCACY

- Supporting individuals facing racism by encouraging individuals to engage in support services and organisations
- Peaceful campaigns which support the cause
- Providing information on racism, and how it affects the wellbeing of an individual
- Providing information such as legal rights and policies and procedures
- Volunteering in community groups
- Fundraising
- Attending meetings on behalf of an individual

ACTIVISM

- Sit in's and walk outs (disruptive to the public)
- Activists' public speeches and rallies
- Strikes
- Petitioning
- Un Civil disobedience which leads to legal action being taken against the individual or group
- Social media campaigns
- Art activism

(Green et al. 2021)

SOCIOLOGICAL PERSPECTIVE

Karl Marx Conflict Theory proposed that conflict arises in society because of the competition for resources, which are limited (Engin, 2003).

What does conflict theory say about racism?

- Conflict Theory suggests that conflict becomes apparent when individuals from different ethnic backgrounds, recognise the distinction between majority and minority groups in society.
- The theory would suggest that protests are caused by the disproportion of power between races and that human development needed conflict to progress to a better civilization.

END OF LEARNING RECAP

- Advocacy and Activism both take action to create social and political change.
- Advocacy and Activism can support the same causes, in different ways.
- Although they both have different meanings, they do share similarities particularly with their values and they often share a common goal.
- Advocates and Activists create social movements, with a vision of creating a better and more civilized future. They hold political institutions accountable, through action and intervention.

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