

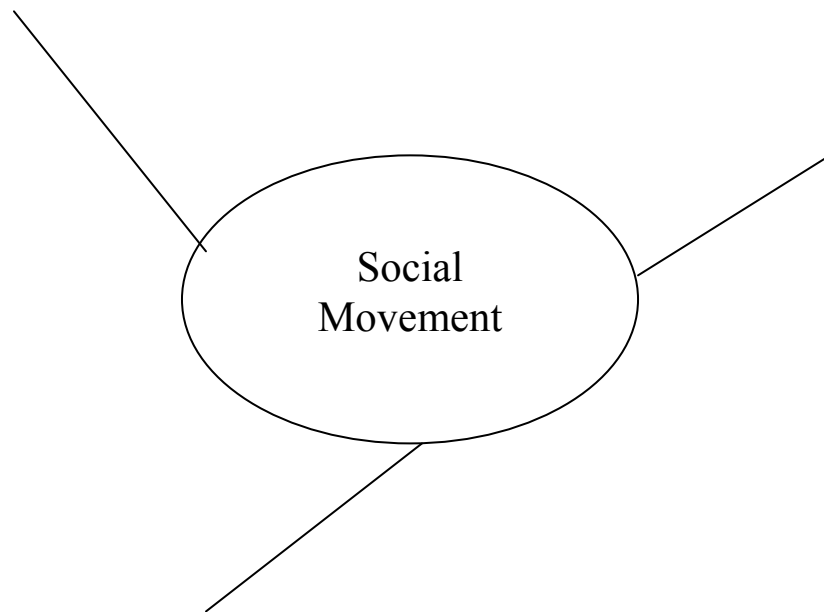
## **Lesson 8. WHAT A “SOCIAL MOVEMENT” IS?**

### **Session 1. Contents**

- Prenotions of the term “Social Movement”. Exercise.
- Different conceptions of the term “Social Movement”. Examples of definitions.
- Examples of Social Movements
- Improve your specialized vocabulary
- Homework for the following day
- Choose one article and prepare a exposition
- Bibliography

### **PRENOTIONS OF THE TERM “SOCIAL MOVEMENT”**

- Discuss with your mates what do you think a Social Movement is? (5 minutes).
- Summarize your discussion in three words.
- Contrast your ideas with all your mates.



### **DIFFERENT CONCEPTIONS OF THE TERM “SOCIAL MOVEMENT”**

Rudolf Heberle perceives social movements as a "collectivity" having a group identity and a set of constitutive ideas. Social movements attempt to bring about fundamental changes in the social order especially in property and labor relations. In sum, social movements derive from institutional inadequacies in a given society. As those uninstitutionalized needs are manifest in the lives of individuals, organizations may form to challenge the powers that be. This is the genesis of a social movement. Movements differ in their degree of formal organization, the extent of social change desired, the degree of change in personal life-style required as well as ideological flexibility (Rudolph Heberle, *Social Movements: An Introduction to Political Sociology*. New York: Appleton-Century-Crofts, 1951).

A large grouping of people who have become involved in seeking to accomplish, or to block, a process of social change. Social movements normally exist in relations of conflict with organizations whose objectives and outlook they frequently oppose. However, movements which successfully challenge for power, once they become institutionalized, can develop into organizations (Anthony Giddens, *Sociology*. London: Polity Press, 1997:585).

By Social Movement is meant an autonomous and self-conscious movement of people united by support of some ideal, rather than by pursuit of the material self-interest of its members (though material interests are generally not too far under the surface)... social movements are dynamic entities which essentially go through all sorts of stages and transformations (Encyclopedia of Marxism: <http://www.marxists.org/glossary>).

### **CONCLUSIONS**

A Social Movement is:

- A collectivity
- With group identity
- Ideas
- Promoting or blocking Social Change
- With different degree of formal organization (some times the become institutionalized)

<b>EXAMPLES OF SOCIAL MOVEMENTS</b>		
Anarchism Anti-Nuclear Peace and Nuclear Disarmament Movements The Civil Rights Movement The Womens Liberation Movement	Disability Rights Environmental Gay/Les/Bi/Queer Globalization Labor Women's The Environmental Movement	Asian/Pacific Am Black Nationalism Chicano/Latina Civil Rights Abolition/Slavery AIDS Activism American Indian Etc.

<b>HOUSEWORK FOR THE FOLLOWING DAY</b>		
<b>1. Improve your specialized vocabulary</b>  Look for two of the following words in a specialized dictionary o glossary. Maybe you could be able to expound the results of your search in the next class. Write five lines of each word to comment them with your mates.		
Collective Action Collective Behavior Theory Collective Identity Cycles of Protest Direct Theory	Dramaturgical Analysis Frames, Framing, Frame Analysis Grievance Marxist Theory Movement Cultures Old Social Movements	New Social Movement Theory Organizing vs. Mobilizing Political Process Model Resource Mobilization Theory Ritual
<p><b><u><a href="http://bitbucket.icaap.org">Online Dictionary of the Social Sciences</a></u></b>  <i>Athabasca University, Alberta Canada</i>            (http://bitbucket.icaap.org)</p> <p><b><u><a href="http://www.soci.canterbury.ac.nz/resources/glossary/">Glossary of Sociological Terms</a></u></b>  <i>(Department of Sociology University of Canterbury)</i>            http://www.soci.canterbury.ac.nz/resources/glossary/            Includes links to useful sites for each term defined.</p> <p><b><u><a href="http://campus.murraystate.edu/academic/faculty/frank.elwell/prob3/glossary/socgloss.htm">Elwell's Glossary of Sociology</a></u></b>  <i>Frank Elwell</i>            (http://campus.murraystate.edu/academic/faculty/frank.elwell/prob3/glossary/socgloss.htm)</p>		

### CHOOSE ONE ARTICLE AND PREPARE AN EXPOSITION

You also can look for other articles!!!

The following are readings for a practical work. Select one article from this list. Each article describes a particular Social Movement. Read it, and prepare a Summary about the article to be exposed in class.

- [Alliances Across the Border: the US Labor Movement in the Era of Globalization](#) by Bruce Nissen.
- [Black Arts Movement](#) by Kalamu ya Salaam. Piece from the *Oxford Companion to American Literature* on the key cultural force of the Black Power movement of the 1960s and early 70s.
- [The Origins and History of the Chicano Movement](#) by Roberto Rodriguez.
- [An Introduction to Anarchism](#) by Liz A. Highleyman.
- [Drawing the Line at Place: Environmental Justice Project](#) by Mat Schwarzman. Article on an art project linking toxic waste and the old plantation system in Louisiana.
- [This Is about People Dying: The Tactics of Early ACT UP and the Lesbian Avengers in New York City](#) based upon interviews with Maxine Wolfe by Laraine Sommella.
- [A Brief History of the Black Panther Party](#) by Sundiata Acoli.
- [Social Anarchism or Lifestyle Anarchism: An Unbridgeable Chasm](#) by Murray Bookchin.
- [Tyranny of Structurelessness](#) by Jo Freedman. Classic early feminist article.
- [Narratives of Possibility: Social Movements, Collective Stories, and the Dilemmas of Practice](#) by J. Kling. An innovative article about using social movement narratives as an organizing tool.
- [Grassroots Environmentalism and Strategies for Social Change](#) by Barbara Epstein. A useful article on new, more class-based ways to think about environmental activism.
- [Empowerment Practice and Social Change: The Place for New Social Movement Theory](#) by James Herrick.

Note: Download the article from the Web.

#### GENERAL AND THEORETICAL BIBLIOGRAPHY

- d'Anjou, Leo. **Social Movements and Cultural Change: The First Abolition Campaign Revisited**. New York: Aldine, 1996.  
Uses the first British anti-slavery campaign in the 18th century as a test case for explorations of the social construction of meaning via social movements.
- Eyerman, Ron, and Andrew Jamison. **Social Movements: A Cognitive Approach** University Park, PA: Pennsylvania State Press, 1991.  
Reconceptualizes both American and European social movement theory via a sociology of knowledge approach to "movement intellectuals," and collective actors engaging in "cognitive praxis."
- Fantasia, Rick. **Cultures of Solidarity: Consciousness, Action and Contemporary Workers** Berkeley: University of California Press, 1989.  
Takes an innovative look at the subcultures created by workers in unions, on the shop-floor and outside the job. His concept of "cultures of solidarity" connects in interesting ways to the idea of "movement cultures."
- Fine, Gary Alan. "Public Narration and Group Culture: Discerning Discourse in Social Movements." **Social Movements and Culture**. Ed. Hank Johnston and Bert Klandermans. Minneapolis: University of Minnesota Press, 1995. 127-143.
- Friedman, Debra and Doug McAdam. "Collective Identity and Activism." **Frontiers in Social Movement Theory**. Ed. Aldon D. Morris and Carol McClurg Mueller. New Haven: Yale University Press, 1992. 156-173.
- Gamson, William A. "The Social Psychology of Collective Action." **Frontiers in Social Movement Theory**. Ed. Aldon D. Morris and Carol McClurg Mueller. New Haven: Yale University Press, 1992. 53-76.
- \_\_\_\_\_. "Political Discourse and Collective Action." **International Social Movement Research** 1 (1988): 219-244.
- Goodwyn, Lawrence. **The Populist Moment** Oxford, UK: Oxford University Press, 1978. Contains one of the earliest and most interesting elaborations of the concept of "movement culture."
- Hunt, Scott A., Robert D. Benford, and David A. Snow. "Identity Fields: Framing Processes and the Social Construction of Movement Identities." **New Social Movements: From Ideology to Identity**. Ed. Enrique Laraña, Hank Johnston, and Joseph Gusfield. Philadelphia: Temple University Press, 1994. 185-208.
- Johnston, Hank, and Bert Klandermans, eds. **Social Movements and Culture**. Minneapolis: University of Minnesota Press, 1995.  
The first anthology of theory dedicated fully to the topic of cultural approaches to social movement theorizing. In addition to articles cited herein, all the pieces in the volume raise interesting question about the relations between culture(s) and movements.
- Johnston, Hank and Bert Klandermans. "The Cultural Analysis of Social Movements." Eds. Hank Johnston and Bert Klandermans. **Social Movements and Culture**. Minneapolis: University of Minnesota Press, 1995. 3-24.  
In the course of introducing the essays in the volume, the authors survey key questions in the cultural study of social movements, including conceptualizing culture in movement contexts, how movements process culture, and movement (sub)cultures as a characteristic of social movements.
- Krasniewicz, Louise. **Nuclear Summer: The Clash of Communities at the Seneca Women's Peace Encampment**. Ithaca, NY: Cornell University Press, 1992.  
Innovative use of postmodern ethnographic techniques to contrast the movement culture of the peace camp with the surrounding upstate New York community.
- Lofland, John. "Charting Degrees of Movement Culture." **Social Movements and Culture**. Eds. Hank Johnston and Bert Klandermans. Minneapolis: University of Minnesota Press, 1995. 188-216.  
Attempts to develop something of a quantitative measure of degrees or depth of movement culture intensity along six dimensions and as manifested in six cultural locations.

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- cAdam, Doug. "Culture and Social Movements." **New Social Movements: From Ideology to Identity**.

Eds. Enrique Laraña, Hank Johnston, and Joseph Gusfield. Philadelphia: Temple University Press, 1994. 36-57.

Offers theoretical overview of social movements in terms of three broad dimensions: the cultural roots of movements (drawing heavily on modified frame analysis), the emergence and development of movement cultures, and the cultural consequences and impacts of movements.

- McAdam, Doug, and Mayer Zald, eds. **Comparative Perspectives on Social Movements: Political Opportunities, Mobilizing Structures, and Cultural Framings**. Cambridge, UK: Cambridge University Press, 1996.  
As the title implies, this book uses selected essays to compare three major approaches to movements. Section Three on framing is of greatest interest in this context, and McAdams' essay on CRM dramaturgy is especially suggestive.
- Melucci, Alberto. **Challenging Codes: Collective Action in the Information Age**. Cambridge, UK: Cambridge University Press, 1996.  
Melucci, a key theorist of "new social movements" in Europe, offers his most sustained analyses here of the symbolic-semiotic nature of contemporary movements. Includes both general theory and application to a number of recent movements.
- \_\_\_\_\_. **Nomads of the Present**. Philadelphia: Temple University Press, 1989.  
Important, innovative collection of essays using of a kind of cultural semiotics to understand the symbolic meanings posed by movements and the nature of movement-bred collective and individual identities. This work provides more compact access to the ideas elaborated in *Challenging Codes*.
- \_\_\_\_\_. "Getting Involved: Identity and Mobilization in Social Movements." **Frontiers in Social Movement Theory**. Eds. Aldon D. Morris and Carol McClurg Mueller. New Haven: Yale University Press, 1988. 104-129.  
Summarizes some of Melucci's main conceptual innovations for studying symbolic action and collective identity in movements.
- Morris, Aldon D., and Carol McClurg Mueller, eds. **Frontiers in Social Movement Theory**. New Haven: Yale University Press, 1988.  
This collection (several of whose essays are cited herein), is a transitional volume indicating the beginnings of a shift toward greater interest in cultural matters in social movement theorizing. See the introduction and conclusion in additions to pieces cited here.
- Swidler, Ann. "Cultural Power and Social Movements." **Social Movements and Culture**. Eds. Hank Johnston and Bert Klandermans. Minneapolis: University of Minnesota Press, 1995. 25-40.  
Surveys various general theories of "culture" and evaluates their relative usefulness for social movement analysis.
- Taylor, Verta, and Nancy Whittier. "Collective Identity in Social Movement Communities: Lesbian Feminist Mobilization." **Frontiers in Social Movement Theory**. Eds. Aldon D. Morris and Carol McClurg Mueller. New Haven: Yale University Press, 1992. 104-129.  
Expands and clarifies the often rigid concept of collective identity in insightful ways.
- Taylor, Verta, and Nancy Whittier. "Analytical Approaches to Social Movement Culture." **Social Movements and Culture**. Eds. Hank Johnston and Bert Klandermans. Minneapolis: University of Minnesota Press, 1995. 163-187.  
Uses the example of the culture of the US second wave women's movement to provide a rich summary of ways to think about varieties of movement culture(s).
- Young, Alison. **Femininity in Dissent**. New York: Routledge, 1990.  
Analyzes press coverage of the Greenham Common women's peace camp in England using a feminist post-structuralist approach that has interesting implications for issues of cultural framing of movements.
- Young, Stacey. **Changing the Wor(l)d: Discourse, Politics, and the Feminist Movement**. New York: Routledge, 1997.  
Analyzes existing historiographies of second wave US feminism and existing social movement theory, noting their inadequacy vis-a-vis cultural-discursive dimensions. Then, drawing concepts judiciously from postmodern theory, offers a case study of cultural production within the movement.