

Teaching Human Dignity

Name or Date Could Appear Here

Making a Difference

Through Activism and Awareness

In this presentation, you will learn:

- What activism is
- What slacktivism is
- If activism is always good
- What awareness raising is

What is Activism?

- An effort to promote, impede, direct, or intervene in **social, political, economic** or **environmental** reform with the desire to make *changes in society*.
- The use of **direct** and **public methods** to try and bring about especially *social* and **political changes** that you and others want.

(Wikipedia 1/9/19, <https://en.wikipedia.org/wiki/Activism>)

(Cambridge Dictionary 1/9/19, <https://dictionary.cambridge.org/us/dictionary/english/activism>)

What is Activism?

- It makes a DIFFERENCE in the world, rather than just making someone feel good about being socially engaged.
- It is not “Slactivism” (*a portmanteau of “slacker” and “activism”*)
- The **inputs** are difference and as a result, the **outputs** are different.

Slacktivism

(also called “Armchair Activism”)

Inputs:

- Little time commitment
- Little or no personal involvement

Outputs:

- No actual change
- Personal gratification/validation—feelings of having made a change without actual impact

Examples:

- “Liking” something on Facebook
- Buying a product that supports a cause
- Other ideas from the teacher inserted here
- Student examples?

What is Activism?

Inputs:

Requires a significant investment of money, material goods, time, energy, reputation

Outputs:

Generates awareness, or results in some type of measurable change (such as the development of policy or a social change)

Examples:

- Women's suffrage movement
- Civil Rights movement
- Dr. Jerome LeJeune
- Jean Vanier
- Other examples from the teacher inserted here
- Student examples?

Let's examine examples of activism from your pre-assessment to consider whether they are activism or slacktivism.

Does activism always make a positive difference?

NO!

There were activists who assisted/promoted the atrocities we studied.

Activists who fail to acknowledge the dignity of the human person and operate with a self-defined sense of what the “good” are likely to act in ways that oppress, marginalize, silence, and eliminate people who have less power.

Raising Awareness:

- Involves intentional, planned efforts to make an issue “visible” to others
- It is a precursor for activism
- It is most successful when it allows others to see a problem and inspires them to become activists working for good

Successful awareness efforts:

- Get the issue “right” and portray its importance and impact completely, accurately.
- Tailor message to the views and values of the audience (or effectively change hearts/minds with a tailored message)
- Are designed to address other aspects to their audience (examples, colors, graphics, etc.)
- Use an appropriate medium for their audience (TV, social media, billboards, etc.)

Review Questions:

- What is activism?
- How does it differ from slacktivism?
- When is activism good? When is it bad?
- How is awareness raising related to activism?
- Why is awareness raising important?