

Techniques of Social Action

Social action involves variety of tactics, often a combination of them depending on the philosophy and ideological beliefs of the sponsors. Some of the techniques have been explicitly identified and are listed below:-

1. Fact finding
2. Publicity, advocacy, using both formal and non formal media.
3. Education, awareness building, concretization.
4. Mobilizing support and favorable opinion through establishing institutional system and political process.
5. Expressing anger, warmth, and hatred in dramatic and innovative ways.
6. Cooperation and collaboration.
7. Using slogans
8. Negotiation, bargaining and arbitration
9. Disruption (interrupt the progress of) and mild coercion (mild resistance, protest, marches, morcha, dharna, strikes, boycotts, fasts, gharaos etc.)
10. Strong coercive tactics (extra legal measures and direct action)

Partial list of social action movements.

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| Animal rights movement | Anti-consumerism | Anti-war movement |
| Anti-globalization movement | Black Consciousness Movement | Brahma Samaj Movement |
| Charismatic movement | Civil rights movement | Conservation movement |
| Counter-culture movement | Co-operative movement | Cultural movement |
| Disability rights movement | Ecology movement (Environmental movement) | |
| Ecofeminism | Environmental Justice movement | Environmental Movement |
| Fair Trade movement | Free software movement | Free love |
| Global justice movement | Human rights movement | Indigenous peoples movement |
| Labor movement | Landless Peoples Movement | The landless workers' movement |
| Non-cooperation movement | Narmada Bacho Andolan | Right to Life |
| Student movement | Squatting movement | Women's liberation movement |
| Prohibition or Temperance Movement | Women's suffrage movement | |
| Treatment Action Campaign - movement struggling for HIV/AIDS treatment | | |
| Neurodiversity movement advocating for the right of people who are considered neurally divergent | | |
| LGBT social movements (lesbian, gay, bisexual and transgender social movements) | | |

Thank You!!!

