UNIT 6: NEW SOCIAL MOVEMENTS

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6.1 LEARNING OBJECTIVES

After going through this unit, you will be able to -

- know about new social movements, the characteristics, and associated issues
- know the theoretical perspective of new social movements
- understand the idea of leadership in social movements

6.2 INTRODUCTION

In the previous units we have learned about social movements, their definitions, types and characteristics. We have also known about different categories of social movements, based on specific issues and examples. New social social movements are a new and developing aspect of social movements. They are differentiated from old social movements in terms of their issues, approaches and methodologies. In this unit, we shall know about the idea of new social movements from a holistic perspective.

6.3 OVERVIEW OF NEW SOCIAL MOVEMENTS: CHARACTERISTICS AND ISSUES

Hundreds of years back, social movements typically were little, localized,and also have been often described as violent. Subsequent development of the state brought several changes in social movements, including growth in size (partly due to increased literacy, methods of correspondence, also, new densely populated social settings), and becoming less violent as growth in size and organization often allowed movements to wind up sufficiently powerful to get their way without frequent resort to extraordinary measures.

Social movements are considered “new” in terms of some criteria, like: Breadth of their objectives, Kinds of individuals they pulled in ,Potential for going global Some new movements advance rights ofhumanityall in all to harmony and security. Other new movements advance rights of particular groups historically prohibited from full social participation. For example: Gay rights movement. They also have more potential for globalization than old social movements. New social movements often transcend local and national limits to promote universalistic objectives (For example, anti-nuclear movement).

6.3.1 New Social Movement Theory

New Social Movement Theory grew at first in Europe to help clarify a large group of new movements that rose during the 1960s and 1970s who did not appear to fit a model of Marxian class conflict that had been the dominating model in a lot of European social movement theory.

The new social movements is said to focus on more noteworthy accentuation on group or aggregate personality, qualities and ways of life as opposed to or in expansion to created belief systems, and an inclination to develop more from middle than working class constituencies. The Green Party in Germany with its accentuation on ecological harmony issues, feminisms, and

alternative non-consumerist ways of life is regularly depicted as the umbrella group speaking to an amalgamation of new social movements gone for an expansive, general social liberation.

Some new social movement theorists underscore an adjustment in the economic structure of the First World from an industrial, substantial assembling based 'Fordist' (after Henry Ford's sequential construction system) to a 'post-industrial,' 'postmodern' or 'post-Fordist' economy focused more around the service sector (for example fast food restaurants) and computer-based data industries as a basic power shaping the new movements.

New social movements, as opposed to old social movements, are created by new contradictions of society, contradictions among individual and state. 'New qualities' theorists likewise stress that the state of economic flourishing and political security permit them to de-emphasise material qualities and lead them to grasp post-materialist esteems, reflecting 'higher' aesthetic, self-acknowledgment, and imaginative needs. These approaches change class interests (or transform them) into non-class, and focus is laid on 'universal human' interests.

6.3.2New social movements: Characteristics and issues

The most recognizable component of new social movements is that they are fundamentally social and cultural and just secondarily, if by any means, political. Withdrawing from the labourers' movement, which was integral to the political point of accessing citizenship and portrayal for the working class, new social movements focus on realizing social assembly through cultural advancements, the improvement of new ways of life, and the change of characters. It is plainly explained by Habermas that new social movements are the "new politics" which is about personal satisfaction, singular self-acknowledgment, and human rights; while the "old politics" concentrated on economic, political, and military security. The idea of new politics can be exemplified in gay freedom,

the focal point of which rises above the political issue of gay rights to address the requirement for a social and cultural acknowledgment of homosexuality. Consequently, new social movements are comprehended as “new,”on the grounds that they give primary significance to the social, not at all like more established movements which for the most part have economic premise.

New social movements likewise accentuate the job of post-material qualities in contemporary and post-industrial society, instead of contentions over material assets. As per Melucci, one of the main new social movement theorists, these movements emerge not from relations of production and distribution of resources. Thus, the concern has moved from the creation of economic resources as a method for endurance or for propagation, to cultural production of social relations, images, and personalities. At the end of the day, the contemporary social movements dismiss the materialistic direction of commercialization in industrialist social orders.They rather advance the ideas like the quest for satisfaction and achievement, development, progress, and expanded efficiency, elective qualities and understandings in connection to the social world, etc.

Further, new social movements are situated in civil society or the cultural circle as a significant field for aggregate activity instead of instrumental activity in the state, which Claus Offe describes as “bypass[ing] the state.” Moreover, since new social movements are not ordinarily concerned about straightforwardly testing the state, they are viewed as hostile to tyrant and as opposing fuse at the institutional level. They will in general spotlight on a solitary issue, or a restricted scope of issues associated with a solitary expansive topic.New social movements focus on the grassroots level with the plan to speak to the interests of peripheral or excluded groups. This “nearby and issue-focused” trademark suggests that new movements do not really require a solid belief system or consent to meet their goals.

Furthermore, if old social movements, in particular the workers' movement, assumed a working class base and belief system, the new social movements are dared to draw from an alternate social class base, i.e., "the new class." This is an unpredictable contemporary class structure that Claus Offe recognizes as "triple" in its organization: the new middle class, elements of the old middle class, and peripheral groups outside the labor market.As expressed by Offe, the new middle class has developed in relationship with the former one in the new social movements in view of its significant levels of education and its entrance to data and assets. The groups of individuals that are minimal in the labor market for example, students, housewives, and the unemployed, take part in the aggregate activities as a result of their more elevated levels of leisure time, their situation of being forced to bear bureaucratic control, and their powerlessness to be completely occupied with society explicitly as far as employment and consumption.

The term new social movement finds exemplification in movements like the Queer movement, Dalit movement, the antiwar-endeavours and individuals' science movements, etc.

6.3.3 A discussion on Leadership and achievements in social movements

Leaders of social movements are not agents,people haphazardly looked over by the masses,they lead. V. I. Lenin, Mahatma Gandhi, Martin Luther King, Jr., and Betty Friedan were leaders of altogether different sorts of social movements. It must be noted that New social movements being decentralised movements, theoretically do not align themselves with a category of leadership (Pichardo, 1997). However, social movement leaders in general, originate from the educated middle and upper classes, are mostly male, and for the most part share the race or ethnicity of their supporters. Despite the fact that this affirmation depends

basically on research in developed Western countries, studies of movement and progressive leaders in poor and non-Western countries likewise propose that a greater part either originate from the middle and upper classes or have more education than their followers.

Clearly favoured class foundations make leaders with monetary assets, adaptable timetables and social contacts regularly inaccessible to the majority. These resources are significant since social movements frequently champion the interests of resource-poor groups. In any case, we accept that educational capital is the key resource that social movement leaders get from their privileged backgrounds. To be effective, social movements necessitate that a bunchof scholarly undertakings be performed amazingly well. A large group of social movement exercises-surrounding complaints and planning belief systems,discussing, interfacing with media, composing, speaking, conceiving methodologies and strategies, innovatively combining data gathered from local, national and worldwide scenes, talking with inward and outside elites, extemporizing and enhancing, creating reasons for alliance constructing and directing feelings-arefundamentally savvy errands. The control of language and otherimages is vital to these undertakings. Formal education, particularly at the university level, is the primary road through which individuals securepropelled perusing,composing, talking and diagnostic aptitudes, and colleges also; universities are settings in which numerous people retain newthoughts from various societies.

These educational abilities empowered Gandhi to build up a weapon for the feeble when he figured the system of peaceful direct activity.They were apparent in the creativity of Martin Luther King's "I Have a Dream" discourse,in which he connected the desires of the civil rights movement tothose cherished in the larger American culture. They were clear in Friedan's The Feminine Mystique, which offered voice to women enduring from "the problem that has no

name." They shone through in PhyllisSchlafly's discussing abilities, which vanquished the Equal Rights Amendment.

Social movements invest a lot of energy activating,organizing and dismembering the aggregate activity of social groups.Studies demonstrate that contemporary social movement leaders will in general major in the social sciences and humanities.

This does not imply that all movement leaders hail from the privileged classes or get higher educations, which are progressively normal in post-World War II Europe and North America than in prior occasions,and in less developed countries. Nor are leaders from advantaged classes fundamentally the best leaders for a wide range of movements. Without a doubt, leaders who rise up out of poor and working-class communities are prone to share the interests of their group and to appreciate points of interest in preparing their social bases that outsider's lack. However, we accept that in any event, for the individuals who originate from working and lower classes, educational capital is pivotal. In a study of leadership in the Brazilian rural landless workers' movement, Veltmeyer and Petrasfound that a high extent of leaders of another wave of rural activism contrasted from leaders of past waves of activism in that they had peasant starting points instead of originating from the urban middle classes. Nevertheless, a huge extent of these leaders were well educated and focused on proceeding with education, an advantage that, alongwith their connections to the rural poor, was vital to the leaders' capacity tocomplete fruitful procedures.

Access to educational capital is a result of both agency and structure. Leaders can propel destitute individuals' movements through their pledge to education for themselves and their supporters. Subsequently, Malcolm X was prestigious for changing his jail cell into a "university" and building up the scholarly capital that empowered him to win debates with university-prepared researchers. Leaders without a lot of formal education tend to have grown up in "movement families" or to be presented to movement encounters

by significant others, empowering them to obtain skills and knowledge regarding organizing and leadership. Movements that compose poor and uneducated individuals can create organizing abilities among their constituents when they make educational forums, for example, the citizenship schools of the civil rights movement. Despite the fact that the educational capital required by social movement leaders is increasingly open for individuals from advantaged classes and is for the most part obtained through proper education, it can likewise be educated by movements and consumed through hands-on experience.

Enormous scale auxiliary patterns and the characteristics of institutions likewise influence access to educational capital and leadership. For instance, urban black ministers progressed toward becoming leaders of the American civil rights movement after monetary changes and ensuingurbanization created a specific kind of black minister who was taught and black churches with adequate resources to help independent ministers. Enormous scale section of women into universities after World War II expanded their quality in social movements such as the student and anti-war movements, and numerous women ended up as feminist leaders subsequent to taking an interest in small groups to talk about new thoughts regarding women's liberation in the universities and movements of the sixties.



CHECK YOUR PROGRESS

Q 1. Briefly highlight the birth and cognisance of new social movement theory.

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Q 2. Mention some criteria that determine a social movement as 'new'.

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Q 3. Differentiate between new and old social movements.

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6.4 LET US SUM UP

- Social movements are enduring collective attempts to change part or all of social order by means for revolting, appealing, striking, demonstrating also, and setting up pressure groups, associations, what's more, political groups.
- New social movement developed during 1960s and 1970s. Social movement is an organised effort the individuals to realize social change. People frequently try to do so by connecting with in various kind of protest. The new social movements consider social to be as more important than political and economic viewpoint. The new movement emphasizes social change in identity lifestyle and culture. The modern social movement is not a structural phenomenon however a social wonder as well.
- The term new social movement has been utilized to refer to initiatives like theGay movement, Dalit movement, the antiwar-endeavours and individuals' science movements.
- New Social Movement Theory grew at first in Europe to help clarify a large group of new movements that rose during the 1960s and 1970s who did not appear to fit a model of Marxian class conflict that had been the dominating model in a lot of European social movement theory.
- Leaders of social movements are not an agent combination of people haphazardly looked over the populations they lead. V. I. Lenin, Mahatma Gandhi, Martin Luther King, Jr., and Betty Friedan were leaders of altogether different sorts of social movements.
- It is seen that social movement leaders generally originate from the educated middle and upper classes, are excessively male, and for the most part share the race or ethnicity of their supporters. Despite

the fact that this affirmation depends basically on research in developed Western countries, studies of movement and progressive leaders in poor and non-Western countries likewise propose that a greater part either originate from the middle and upper classes or have more education than their followers.

- This does not imply that all movement leaders hail from the privileged classes or get higher educations, nor are leaders from advantaged classes fundamentally the best leaders for a wide range of movements. However, we accept that in any event, for the individuals to emerge as leaders, educational capital is pivotal.



6.5 FURTHER READING

1. Eder, K. (1985).The new social movements: Moral crusades, political pressure groups, or social movements? Social Research 52: 869-901
2. McAdam, D. (1982). Political Process and the Development of Black Insurgency, 1930-1970. Chicago: University of Chicago Press.
3. Melucci, A. (1988). Social movements and the democratization of everyday life, in J. Keane (ed.) Civil Society and the State. London: Verso: 245-60.

6.6 ANSWERS TO CHECK YOUR PROGRESS

Ans to Q No1: New Social Movement Theory grew at first in Europe to help clarify a large group of new movements that rose during the 1960s and 1970s who did not appear to fit a model of Marxian class conflict that had been the dominating model in a lot of European social movement theory.

Ans to Q No2: Social movements are considered “new” in terms of some criteria, like: Breadth of their objectives, Kinds of individuals they pulled in , Potential for going global Political Process

Ans to Q No 3: If old social movements, in particular the workers' movement, assumed a working class base and belief system, the new social movements are dared to draw from an alternate social class base, i.e., "the new class."



6.7 MODEL QUESTIONS

Short Questions (Answer each question within 150 words)

Q1. What are the characteristics of new social movement?

Long Questions (Answer each question within 300-500 words)

Q1. Discuss the achievement of new social movements.

Q2. Explain the leadership of new social movements.