**Social Action Movement**

***For Quiz Preparation:***

**What is a Social Movement?**

* A social movement is when people work together to make changes in society.
* Focus on things like:
  + Human rights, protecting the environment, or political reforms.

**Types of Social Movements**

1. **Alternative movements**: Small changes in personal behavior.
2. **Redemptive movements**: Big changes in personal lives.
3. **Reformative movements**: Changes in laws or rules for everyone.
4. **Revolutionary movements**: Want to change the whole system.
5. **Resistance movements**: Fight against new changes.

**Stages of Social Movements**

1. **Emerge**: People notice a problem.
2. **Coalescence**: They organize and raise awareness.
3. **Bureaucratization**: They plan and structure their work.
4. **Decline**: The movement ends or changes direction.

**Why are Social Movements Important?**

* Bring changes to society.
* Help people who are ignored.
* Spread awareness about problems.
* Push for new policies and rules.
* Bring people together and create unity.

***For Exam Preparation:***

**What is a Social Movement?**

* A social movement is when a group of people work together to bring changes in society.
* They aim to solve social, political, economic, or environmental issues.
* Examples: Movements for human rights, climate change, and political reforms.

**Types of Social Movements**

1. **Alternative Movements**: Focus on small changes in individual behavior.
   * Example: Campaigns to reduce plastic use.
2. **Redemptive Movements**: Seek personal transformation in people’s lives.
   * Example: Religious or spiritual movements.
3. **Reformative Movements**: Push for changes in laws or policies for everyone.
   * Example: Civil rights movements.
4. **Revolutionary Movements**: Aim to completely change a political or economic system.
   * Example: Independence movements.
5. **Resistance Movements**: Oppose changes and try to maintain the status quo.
   * Example: Anti-abortion campaigns.

**Stages of Social Movements**

1. **Emerge**: People recognize a problem and begin discussions.
2. **Integration**: They organize, plan, and raise awareness.
3. **Bureaucratization**: Formal structures and leadership are established.
4. **Decline**: The movement ends because of success, failure, or loss of interest.

**Characteristics of Social Movements**

* **Collective Action**: People work together as a group.
* **Planned Goals**: Movements have clear objectives.
* **Leadership**: Leaders guide and inspire the group.
* **Public Support**: Successful movements gain widespread support.

**Why Are Social Movements Important?**

1. Bring **social and cultural changes**.
2. **Empower marginalized groups** by giving them a voice.
3. **Spread awareness** about important issues.
4. Push for **policy reforms** and better governance.
5. Build **international solidarity** for global issues