

How Social Movements Succeed Together

Dr. Virendra Singh

Head of the Department Department of Sociology

Faculty of Arts

Maharaja Sayajirao University, Vadodara

Dr. Pooja Dikshit Joshi

Temp. Assistant Professor

Department of Sociology Faculty of Arts

Maharaja Sayajirao University, Vadodara

Abstract:- Social movements and social change are linked because they can serve both as catalysts for change and as sources of inspiration for new movements. Social movements can succeed in achieving their goals, leading to significant social change, or fail to achieve their goals, causing disillusionment and frustration among their members.

Keywords:- *Collective Action, Ideology, Relative Deprivation, Social Change, Organization.*

I. INTRODUCTION

“Change will not come if we wait for some other person or if we wait for some other time. We are the ones we have been waiting for. We are the change that we seek.”

U.S. President Barack Obama

Although a few people accomplish remarkable things, I believe that social progress is mostly fuelled by regular people organizing, learning, and developing knowledge together—by people working actively to bring change. Although it should not be ruled out, most conflicts result from laborious organizing, gradual learning, histories of prior movements, and cooperative efforts to organize. This work is both informed by and adds to the intellectual work that is conducted inside social movements, such as in social, political, and ecological activism, even though it is frequently disregarded. Daily acts of resistance and much of the long-term organizing work that is done in neighbourhoods, workplaces, fields, houses, and other locations down the road and around the world, 365 days a year, are not always visible.

Social change, as a result of human action, is influenced by the challenges that society faces on a regular basis. As a dynamic process, it generates numerous issues of critical concern and determines the future course of human action and consequent change... A social change is a change in society's social order. It could refer to a shift in social institutions, social behaviour, or social relationships. A specific social movement or movements may bring about social change.

Social movements are collective actions aimed at bringing about change or conflicting change brought about by external factors.

A society without social movement is unimaginable. Social movements occur in all the society that people can never be completely satisfied with the resources and facilities available to them, nor with the method of distribution and consumption patterns. Especially in a society that has documented forces of modernity with existing traditions of the image in a society where conflict of interest is more. As consciousness and communication media expanded, so did the social movement. Education, political awareness about rights, and new forms of globalisation all contributed to their rise.

The social environment is ever-evolving. The lengthy historical processes of social change are the result of numerous one-time events as well as group actions spread out over a long period of time. Social movements concentrate on particular objectives. The population must engage in significant and continual social activity. Social movements usually place a high premium on social transformation. However, it is not a one-way street. Social movements not only bring about change, but movements themselves can also be the result of societal transformation.

Social change generally leads to social movements, which in turn spark more change. One of the most significant types of divisive politics in the modern world are social movements (SMs). Their origins can be traced back to the Age of Enlightenment (the eighteenth century), when society was initially viewed as a human creation that could be modified. Some academics, including Marxists, contend that the multilinear structure and pervasive hierarchy of Indian society make large-scale uprisings or protests unnecessary. Some academics contend that the bulk of movements are the result of confrontations between tradition and modernity.

A social movement's overarching objective is to effect societal change.. Two objective of social movements are explicit and implicit, the former focuses on the specific goals, change in structure ,change in certain aspects of structure and the latter are unintended or normative implications that social movements cause to the social structure irrespective of their failure of success.

Rajni Kothari drew attention to the general sense of frustration, the inefficiency of established channels of communication, the alienation and atomization of the individual, the propensity for endless regimentation, and the ongoing conflict between the rulers and the ruled—all of which render parliamentary government an unstable form of political organisation and make the idea of idle self-

government more and more remote. Lack of adequate political institutions to support society and train the general populace to exercise their democratic rights in support of their claims to society, especially in developing nations like India.

Social movements are sparked when there is a perceived mismatch between people's current values and ambitions and their actual conditions. According to Wilson, "Men and women in social movements reach beyond the conventional resources of the social order to launch their own crusade against society's evils." They are "animated by the injustices, sufferings, and anxieties they see around them." They rise above themselves and as a result become new men and women.

Social movements are networks of unofficial connections including many different individuals, groups, and/or organisations concerned in political or cultural concerns and united by similar collective identities.

A new social structure may be established or certain social institutions may be changed. Or, the attempts can be a hint that the social order has to change in some specific ways, as is usually believed. According to Turner and Killian, a social movement is a "collectivity that acts with some continuity to promote or resist change in the society or group of which it is a part" (cited by McLaughlen 1969: 27). Toch (1965) defined a social movement as an attempt made by numerous individuals to address an issue they feel is prevalent among all of them. According to Toch (1965), a social movement is an effort by many people to address a problem that they believe is shared by all of them. According to Roudolf Herberle, social movements are a collection of initiatives to change preexisting relationships within a specific society.

Among the crucial elements of social movements aims, philosophy, and plans are organisation and leadership. Each of them has an impact on the others since they are interdependent. These two parts are not static nor determined beforehand. In the process of moving, they change and evolve. In certain movements, they are in an undeveloped state, while in others, they are highly advanced.

A social movement differs from broad category movements by the importance of its ideology, which involves collective mobilisation and guidance. Movements need leaders because they aid in issue clarification. The movement is shaped as a result. A movement's leaders give it direction. A movement's leader will choose several aspects of relative deprivation and combine them in a variety of ways to create an ideology.

Through the ideology, the leaders can provide the new relationships, beliefs, and practises in the legitimacy. It provides the framework for developing a solid new identity. Let's try to give some examples to illustrate the aforementioned concepts. A social movement to redress sexual inequality in society is started by women when they

become aware of the problem.

How will this concerted effort look like? This is influenced by how the issues are seen. The methods used to achieve the goals will also vary. These kinds of variations, both in terms of determining the issue and coming up with solutions, are present in social movements. The goals are determined by ideology. The objectives, methods, and forms of social group and individual practical activity are thereby indicated by ideology. Different social, political, and moral ideals are supported by it.

➤ *Leadership*

The leaders can legitimise the new values, customs, and relationships in line through the ideology. It serves as the foundation for the idea that without a leader or group of leaders, a movement could turn into a mob. As in social movements where members have no autonomous role to play and are controlled by the leaders, the importance of leadership does not always imply that it is all-encompassing. On the contrary, they anticipate leaders to represent the general consensus. Social movements start when individuals become aware of a certain issue.

➤ *Collective Mobilization*

The key aspect of a movement known as collective mobilisation has both an ideological and organisational component. When a leader is charismatic, gathering mobilisation leads often happens on its own. Depending on the talented individuals engaged, the recruitment process, which is a key component of collective mobilisation, tends to be very diverse. Social movements frequently lose their formal organisation, but are kept together by a combination of local autonomy and external links based on shared interests.

Ranjit Guha correctly noted that these elements may be found in all types of uprisings or insurgencies, including the so-called "spontaneous" rebellions, albeit their manifestations can range from being incredibly unorganised to being quite well-organized.

Comparatively speaking, social movements are organised well. Instead of being dispersed, disorganised individuals, its members actively work together to advance a common ideology and belief system. The ideology offers a critique of the socioeconomic conditions that exist now, as well as the movement's understanding of goal, action plan, and justification. Some social movements become so structured and well-organized that they cease to be social movements and start functioning as formal organisations. Religious cults are among the many short-lived social movements that have a loose framework and are largely spontaneous.

What causes social movements to start? Why do people participate in these different movements? A straightforward explanation for why social movements develop is that socioeconomic conditions lead to differentiation and discontent with the status quo. There are a virtually limitless number of reasons why people join a

particular social movement, including idealism, altruism, compassion, pragmatic consideration, and neurotic frustration.

Although there are activities aimed at fighting change and upholding the status quo, social movements are a catalyst for change—some little, some significant, partial, or total—in the existing system of relationships, values, and conventions. A social movement, according to Davis, arises to address a newly felt need.

Social movements are constantly changing. Protest activity, movements suffer through prolonged periods of frustration, win occasional victories, and shift to new goals and issues. Reform, transformation, and revolution are the three types of structural change that MSA Rao separates out in his book "Social Movements in India" while examining the nature of social change brought about by social movement. Reform strives to transform the beliefs and way of life of a group of people, whereas revolutionary changes aim to bring about abrupt and complete changes in all facets of society. Revolutionary transformations strive to bring about abrupt changes in the old balance of power relations, disrupting the economic and political superordination-subordination connections.

David Aberle (1966) distinguished between four types of social movements: alternative, redemptive, reformative, and revolutionary. These classifications are based on two traits: (1) the movement's intended audience; and (2) the extent to which the movement is supported.

- Alternative social movements target a specific segment of the community, and their impact is quite small. This is demonstrated by Planned Parenthood, which educates women of reproductive age on the effects of sex.
- Redemptive social movements seek for dramatic change, but they also focus on a segment of the society. This category includes some religious groups, especially those that enlist followers for rebirth.
- Although they are inclusive, reformative social movements have constrained objectives. The environmental movement fits in here since it tries to encourage everyone (via practices like recycling) to improve the environment in their daily lives.
- Revolutionary social movements aim to change society as a whole. A group that seeks to fundamentally restructure societal institutions is the Communist Party.

According to Blumer, social movements are a communal effort to create a new social structure. They emerge from a state of restlessness and take their motivation from desires and dreams for a new way of life as well as from a combination of unhappiness with the way things are now. A social movement grows into a society as it goes along. A culture, a social organisation, and a new way of life are acquired along with organisation and form, a set of traditions and customs, creating leadership, a stable division of employment, and social rules and values. (1969:8)

II. SOCIAL MOVEMENT STAGES

Blumer (1969), Mauss (1975), and Tilly (1978) all provided descriptions of the various stages that social movements often go through. Movements start out for a number of reasons, grow, and then bureaucratize. At that point, they have a range of options, such as achieving some level of success, failing, coopting leaders, dealing with repression from larger groups (like the government), or even incorporating the movement into society at large. Social movements typically begin when people become aware of a flaw with the way society is functioning.

People may come to this knowledge as a result of suffering or after learning a certain item.

- *Emergence*
- *Coagulation*
- *Bureaucratization*
- *Decline*

➤ *The stage of emergence*

This is the initial stage of all social movements. It's disorganized, to say the least. The social movements are in their early stages, with a lot of discontent among the people. People at this stage recognize that there is a problem and are dissatisfied with it. Potential participants in a movement may be dissatisfied with something or the way a particular stage operation.

This is the stage at which people realize and acknowledge that they are unhappy. If there is action, it is a mostly individual action, with no group activities, such as making a comment or statement about it to your family or friends.

➤ *Coagulation*

This stage entails deliberation and planning. Its leaders, if any, will begin to lay out the movement's blueprint. They, along with the other members, will begin discussing the organization and devising all strategies to help them achieve their objectives. Planning can include discussions about which members to recruit, where to get funds, and the direction of the movement.

➤ *Bureaucratization*

The "Institutionalisation" step is another name for this. A movement gets more bureaucratic as it gets bigger. The volunteers who began it all are replaced by paid employees. Politicians, bureaucrats, and other well-known authority are typically the compensated individuals. This is generally done to make sure that the movement has a significant impact. It helps the message get out since greater media attention will soon follow. The fundraising component is given priority at this time. Both benefits and drawbacks of bureaucratization exist. This may become less effective if the movement moves away from the disruptive tactics that were effective in the movement's early stages and towards more conventional activity that involves working within the system as opposed to outside of it.

The risk of losing focus and running out of funds exists for movements that do not bureaucratize to some extent.

➤ *Decline*

A societal movement is now at its conclusion. At this point, the word "decline" need not be regarded negatively. There are numerous causes for a movement to deteriorate.

Some movements may decline because they have achieved their ultimate goal and there is no need to continue. Many movements fail because they do not achieve their goal and objective. There could be several reasons for the movement's failure. Some of the beings are short on funds or lack enthusiasm. It could also be due to repression from a specific authority, factionalism, or sharp disagreements within a movement.

The great majority of theories about social movements are referred to be "collective action theories," which highlights the planned nature of this form of group behaviour. Only a small portion of the numerous traditional and contemporary hypotheses created by social scientists are represented by the following three ideas. The focus of resource mobilisation theory is on the planned, strategic strategies that social movements must employ to successfully mobilise support, compete with other social movements and opponents, and convey political claims and complaints to the state. Focusing on how social movements gain potential supporters by framing or presenting their problems in a way that is consistent with widely held values, beliefs, and rational attitudes, framing theory examines how social movements get new members. The primary focus of new social movement theory is the distinctive characteristics that define the "newness."

III. ORGANIZATIONS OF SOCIAL MOVEMENTS

➤ *Establishing New Social Change Initiatives*

The initiative of precursors and their adherents, manifested through the development of new social change activities, does not gain traction until it is sanctioned and organised by society. There are many different ways that an organisation could be set up. A brand-new system, a commonly accepted set of processes, or new rules or laws that support the activity could all be examples of it. Existing organisations are under pressure to improve their operations in order to meet the greater demands of the subsequent stage as a result of the emergence of countless new groups designed to support each stage of society's progress.

➤ *Creating New Social Change Initiatives*

The excess energy that society has built up and tried to express through the initiative of ancestors and their followers fails to catch on.

Bringing the Organisation and the Society Together. The organisation serves as the means through which society's excess energy is mobilised, directed, and channelled to achieve better outcomes. Integration into the society it operates in gives the organisation energy. The wants and aspirations of society are what give it its energy.

The social structure created to address these demands is permeated with this vibrancy. More energy flows through an organisation the better it is at achieving its core social aims. Society will change as outdated beliefs and objectives are replaced with fresh ones.

In most modern nations, social movements of all kinds have been taking place; they are now inextricably linked to the contemporary democratic society. The ecology, animals, and international peace are all being saved by movements.

Only a few examples are the fascist movement, communist movement, Naxalite movement, tribal movement, peasant movement, women's movement, youth movement, labour movement, civil rights movement, human rights movement, afforestation movement, and so on. So what precisely is a social movement?

Social movements can be started for a variety of reasons, and the members themselves are as diverse as the causes that spark them. Sociologists look at the macro- and micro-analytical variables that give rise to, sustain, and ultimately succeed or fail social movements.

➤ *Dissatisfaction with current conditions and relative deprivation*

To start and join a social movement, people must first be sufficiently dissatisfied, and this unhappiness must be based on some form of political, economic, or other problem. These issues can include discrimination against people based on their gender, colour, ethnicity, or sexual orientation, a failing economy, a lack of political freedom, a government's foreign policies, or any number of other factors. In this regard, keep in mind that structural strain, or societal problems that enrage and annoy people, is one of the essential conditions for group behaviour in Smelser's value-added theory. People would not protest and social movements would not emerge if there was no structural tension.

Whatever the situation, the dissatisfaction it causes shared dissatisfaction (also known as shared complaints) among some or the majority of the population, which may eventually give rise to a social movement. One cause of this misery is people's perceptions of deprivation in comparison to another group or an unrealized ideal condition. What is indicated by this is relative deprivation. By building on earlier research by social psychologists who examined fury and aggressiveness, James C. Davies (1962) and Ted Robert Gurr (1970) popularised the idea that relative deprivation plays a role in social protests.

Social change, or the alteration in society as a whole brought on by social movements and other external factors like environmental changes or technological breakthroughs, is caused by a variety of elements, among which collective behaviour and social movements are just two.

According to Touraine (1968), social movements serve three purposes. They are as follows:

- Mediation: They help to forge a bond between the individual and society at large. They give everyone the opportunity to participate, to voice their opinions, and to make a positive impact on the social transformation process.
- Influenced: Social movements encourage the formation of official organisations that carefully work to ensure that its aims and objectives are carried out.
- Enhancement of Collective Consciousness: Social movements generate and spread ideas across society. As a result, group consciousness develops and expands.

Aristocrats, Protestants, labourers, and peasants were only a few of the socioeconomic groups that were primarily represented in nineteenth-century movements. They were typically concerned with achieving materialistic objectives, such as improving the standard of living for a particular socioeconomic class.

The second half of the 20th century saw the emergence of various movements, including those for civil rights, the environment, LGBT rights, peace, opposition to nuclear power, and anti-globalization. West Europe served as the primary focus of these movements.

Postmodernism is another name for these movements. They typically have non-materialistic goals as their motivation.

Social movements, such as the working-class and peasant movements as well as the anti-colonial struggle, were mostly centred on class during the twentieth century. Class-based movements organised classes to fight for their rights, in contrast to the anti-colonial struggle, which mobilised entire people to fight for national freedom. European workers' movements gave birth to the global communist movement. Along with the creation of socialist and communist nations around the globe, most notably in the Soviet Union, China, and Cuba, these movements also led to the reform of capitalism. Nationalist groups have organised in opposition to foreign hegemony and the hegemony of foreign wealth.

IV. CONCLUSIONS

The society in which we now live have changed significantly throughout time. On the remains of earlier civilizations, the present world that we now inhabit was constructed. Social movement is one such element that has catalysed significant changes in society's structure.

Societies and their inhabitants have been shaped by social movements. These movements have resulted in good changes that people have grown used to.

Social movement analysis has been compared to the Cinderella tale. Social movements have their own careers as both a notion and a reality; they develop, have goals, and eventually dissipate.

Social transformation frequently leads to social movements, which ultimately result in additional change. "A social movement is an organised group effort to generate socio-cultural change," according to Smelser.

As long as there remain unfulfilled demands and interests among certain groups of people, social movements will exist. But the ability of social movement participants to establish strong groups, raise funding, and win widespread support is a prerequisite for the emergence of social movements. Social movements must arise under limited competitive conditions, such as competition for attention, finance, commitment, organisational abilities, etc., because people will always consider their options and rationally choose which movements to join.

By connecting with one another, working together, and celebrating little wins, effective movements are able to strengthen their grassroots, expand to new people, communities, and organisations, and maintain momentum. Building grassroots momentum, putting together networked movements, taking the lead, enlarging the network by forming coalitions of organisations, and gaining support are a few examples of these techniques.

Understanding social movements is essential for people who are unhappy with the current social and political order as well as those who are at ease with it to comprehend the frailty of political institutions and their future.

"A method of combining humanistic and social scientific concerns" is provided by the study of social movements. The social scientist's interest in employing the general 10 principles to methodically order empirical data and the humanist's concern with historical comprehension and ideals can coexist. For the purpose of interpreting, organising, and comparing these events, we need to be aware of the relevant facts.

REFERENCES

- [1]. Ian Robertson "Sociology." Page 532
- [2]. Rao, M.S.A. (2000) *Social Movements in India*.
- [3]. Shah, G. (1990) *Social Movements in India* 4. Smelser, J. Neil (1993) *Sociology*. PrenticeHall, New Delhi
- [4]. Blumer, H. (1969). *Collective behaviour*. In A. M. Lee (Ed.), *Principles of sociology* (pp. 165–221). New York, NY: Barnes and Noble.
- [5]. <https://myscp.onlinelibrary.wiley.com/doi/10.1002/jcpsy.1201>
- [6]. <https://worldanimal.net/our-programs/strategic-advocacy-course-new/module-1/social-change/social-change-movements>
- [7]. <https://open.lib.umn.edu/sociology/chapter/21-3-social-movements/>
<https://egyankosh.ac.in/bitstream/123456789/18910/1/Unit-35.pdf>
- [8]. <https://opentextbc.ca/introductiontosociology/chapter/capter21-social-movements-and-social-change/>