

RECLAIMING AMERICA

**NIKE. CLEAN AIR.
AND THE
NEW NATIONAL ACTIVISM**

RANDY SHAW

Reclaiming America Nike Clean Air And The New National Activism

Sam Binkley,Jo Littler



Reclaiming America Nike Clean Air And The New National Activism:

Reclaiming America Randy Shaw, 1999-06-07 Shaw provides the definitive account of the historic national campaign to reform Nike's labor practices A must read for everyone seeking to achieve greater social and economic fairness in the 21st century Medea Benjamin Co Director Global Exchange

Reclaiming America Randy Shaw, 2023-04-28 Have activists taken the bumper sticker adage Think Globally Act Locally too literally Randy Shaw argues that they have with destructive consequences for America Since the 1970s activist participation in national struggles has steadily given way to a nearly exclusive focus on local issues America's political and corporate elite has succeeded in controlling the national agenda while their adversaries the citizen activists and organizations who spent decades building federal programs to reflect the country's progressive ideals increasingly bypass national fights The result has been not only the dismantling of hard won federal programs but also the sabotaging of local agendas and community institutions by decisions made in the national arena Shaw urges activists and their organizations to implement a new national activism by channeling energy from closely knit local groups into broader causes Such activism enables locally oriented activists to shape America's future and work on national fights without traveling to Washington D C but instead working in their own backyards Focusing on the David and Goliath struggle between Nike and grassroots activists critical of the company's overseas labor practices Shaw shows how national activism can rewrite the supposedly ironclad rules of the global economy by ensuring fair wages and decent living standards for workers at home and abroad Similarly the recent struggles for stronger clean air standards and new federal budget priorities demonstrate the potential grassroots national activism to overcome the corporate and moneyed interests that increasingly dictate America's future Reclaiming America's final section describes how community based nonprofit organizations the media and the Internet are critical resources for building national activism Shaw declares that community based groups can and must combine their service work with national grassroots advocacy He also describes how activists can use public relations to win attention in today's sprawling media environment and he details the movement building potential of e mail All these resources are essential for activists and their organizations to reclaim America's progressive ideals This title is part of UC Press's Voices Revived program which commemorates University of California Press's mission to seek out and cultivate the brightest minds and give them voice reach and impact Drawing on a backlist dating to 1893 Voices Revived makes high quality peer reviewed scholarship accessible once again using print on demand technology This title was originally published in 1999 Have activists taken the bumper sticker adage Think Globally Act Locally too literally Randy Shaw argues that they have with destructive consequences for America Since the 1970s activist participation in national struggles has steadily given way to

A Short History of Cultural Studies John Hartley, 2003-02-24 Hartley sheds new light on neglected pioneers and also examines a host of themes in the subject including literary criticism mass society political economy art history teaching and feminism anthropology and sociology

Cultural Studies and

Anti-Consumerism Sam Binkley, Jo Littler, 2014-02-25 Anti consumerism has become a conspicuous part of contemporary activism and popular culture from culture jams and actions against Esso and Starbucks through the downshifting and voluntary simplicity movements the rise of ethical consumption and organic and the high profile of films and books like *Supersize Me* and *No Logo* A rising awareness of labor conditions in overseas plants the environmental impact of intensified consumer lifestyles and the effects of neo liberal privatization have all stimulated such popular cultural opposition However the subject of anti consumerism has received relatively little theoretical attention particularly from cultural studies which is surprising given the discipline's historical investments in extending radical politics and exploring the complexities of consumer desire This book considers how the expanding resources of contemporary cultural theory might be drawn upon to understand anti consumerist identifications and practices how railing against the social and cultural effects of consumerism has a complex past as well as present and it pays attention to the interplays between the different movements of anti consumerism and the particular modes of consumer culture in which they exist In addition as well as using cultural studies to analyse anti consumerism it also asks how such anti consumerist practices and discourse challenges some of the presumptions and positions currently held in cultural studies This book was previously published as a special issue of *Cultural Studies*

Rallying for Immigrant Rights Kim Voss, Irene Bloemraad, 2011-07-06 From Alaska to Florida millions of immigrants and their supporters took to the streets across the United States to rally for immigrant rights in the spring of 2006 The scope and size of their protests rallies and boycotts made these the most significant events of political activism in the United States since the 1960s This accessibly written volume offers the first comprehensive analysis of this historic moment Perfect for students and general readers its essays written by a multidisciplinary group of scholars and grassroots organizers trace the evolution and legacy of the 2006 protest movement in engaging theoretically informed discussions The contributors cover topics including unions churches the media immigrant organizations and immigrant politics Today one in eight U S residents was born outside the country but for many lack of citizenship makes political voice through the ballot box impossible This book helps us better understand how immigrants are making their voices heard in other ways

Political Consumerism Dietlind Stolle, Michele Micheletti, 2013-08-26 *Political Consumerism* captures the creative ways in which consumers and citizens turn to the market as their arena for politics This book theorizes describes analyzes compares and evaluates how political consumers target corporations to solve globalized problems It demonstrates the reconfiguration of civic engagement political participation and citizenship Unlike other studies this book also evaluates if and how consumer actions are or can become effective mechanisms of global change

Community and Public Health Education Methods Bensley, 2017-12-22 Updated and revised to keep pace with changes in the field the fourth edition of *Community Health Education Methods A Practical Guide* teaches students to effectively communicate health education messages and positively influence the norms and behaviors of both individuals and communities This text explores the methods used by health

educators including didactic techniques designed to guide others toward the pursuit of a healthy lifestyle **The Public Intellectual** Helen Small, 2008-04-15 New essays by prestigious thinkers such as Edward Said Bruce Robbins Jacqueline Rose and Stefan Collini on the public role of writers and intellectuals **Varieties of Progressivism in America** Peter Berkowitz, 2013-09-01 Varieties of Progressivism in America focuses on the debates within the party of progress about how best to increase opportunity in America and to make social and political life more egalitarian The contributors to this volume offer different expertise and varying perspectives as they examine the Old Democrats of the New Deal the contributions of the Clinton era New Democrats and the future of progressivism in America **Beyond the Fields** Randy Shaw, 2008 Much has been written about Cesar Chavez and the United Farm Workers heyday in the 1960s and 70s but the story of their profound ongoing influence on 21st century social justice movements has until now been left untold This book unearths this legacy

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