Activism, Alliance Building, and the Esperanza Peace and Justice Center

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Research questions:

1. What communication tactics does Esperanza use to successfully promote social change?

2. How do they manage their alliances with single-issue organizations and individuals?
Research Methods

• Pre-research groundwork

• Methodological approach
  – Critical ethnography (Madison)
  – Activist ethnography (Speed)
  – Participatory action research (Maguire)
  – Four Seasons of Ethnography (González)

• Data collection
  – 90-100 hours of participant observation
  – 22 formal interviews
  – Rhetorical analysis of La Voz de Esperanza
La Voz de Esperanza
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DECOLONIZE WALLSTREET

WALL ST. IS ON OCCUPIED ALGONQUIN LAND
DEFEND MOTHER EARTH

DECOLONIZE THE 99%
Data Analysis

• Grounded theory
• Continued theoretical reading & ongoing analysis throughout the writing process
• Lots of member checking & ongoing dialogue
Findings

• Chicana feminism
• “Strong objectivity”
• Uncompromising confrontation of injustice (issues & community needs, not egos)
Findings, cont.

- Holism/intersectionality
- Mestizaje, polyvocality & creative use of language
Findings, cont.

• Historicity/narrative approach
Findings, cont.

- Arts programming connects people and issues at interpersonal, group, and cultural levels