

# PRINCIPLE

## FOCUS ON BASIC NEEDS

In repressive regimes, directly criticizing the authorities can be dangerous. One lower-risk way to challenge the legitimacy of the regime is to focus attention on everyday economic struggles, e.g. high prices.

### CONTRIBUTED BY

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Living under the rule of a repressive regime can be very dangerous for people who are working for social justice. Openly criticizing the authorities or speaking out on political issues can get you harassed, monitored, threatened, jailed or worse.

For those who are determined not to be silenced or intimidated, focusing criticisms on obvious challenges that touch the lives of almost every person in the street carries a lower risk of retaliation. For example, it is safer to criticise the regime indirectly by highlighting facts like bread shortages, sewage problems, electricity blackouts or high fuel prices than to directly denounce the corruption or lawbreaking of those in power.

Furthermore, addressing day-to-day concerns is more likely to attract public support for your cause, compared to the apathy, or sometimes fear and anger, that directly political demands might provoke. Choosing a theme so obvious and basic that hardly any could argue against the logic behind it — like food and health — not to mention affordable and functioning electricity — can be helpful in such circumstances.

### LEARN MORE

Maslow's Hierarchy of Needs

wikipedia

[https://en.wikipedia.org/wiki/Maslow%27s\\_hierarchy\\_of\\_needs](https://en.wikipedia.org/wiki/Maslow%27s_hierarchy_of_needs)

Bringing the Salt March to Wall Street

Tikkun, 2011

<http://www.tikkun.org/tikkundaily/2011/10/11/bringing-the-salt-march-to-wall-street/>

### RELATED TOOLS

#### Stories

- Angola 15+2
- Boxing Gender Oppression
- Brazil's Free Fare Movement
- Fees Must Fall
- Gezi Park iftar
- Manich Msamah
- Pedestrian death puppets
- Sign Language Sit-in
- Street Graduation
- Taco Bell Boycott
- Taxi drivers strike against taxation
- The Salt March
- #ThisFlag
- Who Would Accept?
- #YouStink

#### Tactics

- Artistic vigil
- Banner hang
- Eviction blockade
- Flash mob
- Phone banking
- Visibility action

#### Principles

- Breakfast is persuasive
- Challenge patriarchy as you organize

- Choose your target wisely
- Follow the lead of the most impacted
- Foster safer spaces
- Know your community
- Put your target in a decision dilemma
- Shame the authorities by doing their job

### **Theories**

- Action logic
- Anti-oppression
- Capitalism
- Commodity fetishism
- Comunalidad (communality)
- Corruption
- Decolonization
- Framing
- Pedagogy of the Oppressed
- Poverty
- The commons
- The NGO-ization of resistance

### **Methodologies**

- Hardship to grievance

### **TAGS**

Austerity, Corruption, Democracy, Dictatorship, Human rights, State violence