

Artivism: A new educative language for transformative social action

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<https://doi.org/10.3916/C57-2018-01>

INTRODUCTION



Artivism,
new language derived
from urban art,
situationism and
graffiti.



Language
of social
transformation and
educational tool.



Innovation
to explore through
education new forms
of social commitment



Social change,
ideal means of
transforming society

OBJECTIVES

- 1) Analyze the background of activism.
- 2) Study its language to address socio-political functions .
- 3) Illustrate their educational potential.

METHODOLOGY

Bibliographic review concerning:

- The conceptual bases of activism.
- Background and first experiences.
- The analysis of its language.
- Activism as an experience of autonomy, resistance or disobedience.



Communicative medium
that generates languages
to express.

It integrates the individual
in the construction of
reality.

It offers young people an
active and participatory
role.



Social ethical literacy,
seeks qualitative and
attributive equality.

A means of reacting to
reality.

It welcomes young
people who are passive
and rejected in the
professional world.



It reverses traditional roles
of cultural expression.

Rescue the functions of
art.

It invites intervention in
dynamic social action
initiatives.

CONCLUSIONS



Importance of the activist
phenomenon in real
contexts of education and
social life



It is a new form of
freedom that is put at
the service of today's
educational needs.



It reintegrates art into
the social environment
and communicates
with imagination.

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