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Deaf Studies workshop

Deaf Rights and Advocacy

Political Participation and Representation of Deaf People

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- Theory: Political participation + practical advocacy
- Activity: Campaign design
- Reflection





Introduction

- Who are you?
- Ice breaker question:



What comes to mind when you read
"activism in deaf community"?





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Introduction: aim

The aim of this workshop is to equip participants with knowledge, skills and tools to plan and present an effective advocacy campaign.



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What is activism and advocacy?

Discussion:

What is the difference?



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What is activism and advocacy?



Figure 1
Advocacy vs. Activism [Diagram]. From *Advocacy vs. Activism*, by Grammar Stammer, 2025. Retrieved August 13, 2025, from <https://grammarstammer.weebly.com/words-to-the-wise/advocacy-vs-activism>

Levels of political participation



Figure 2
Fernandes, A. (z.d.). *Political participation*.
SlideShare. <https://www.slideshare.net/slides/how/political-participation-230156524/230156524>



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Example of Deaf activism:



Video 1:

Apple TV+. (z.d.). *Deaf President Now!*
Official Trailer. YouTube. <https://youtu.be/m-glp9CDFtM>



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Definition “Campagain”

Campaign:

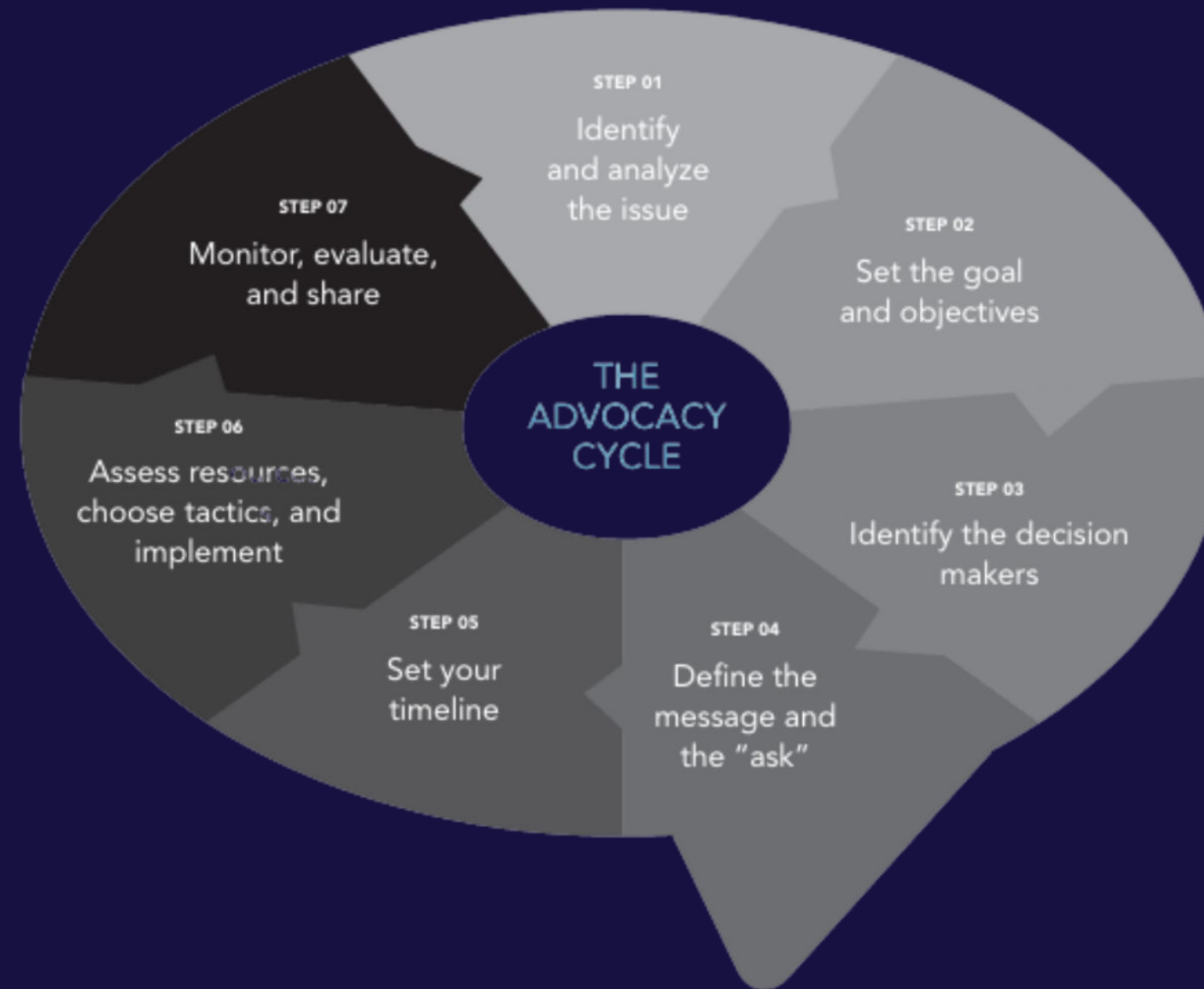
“a series of planned actions to reach a social, business, or political goal”



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Campagain strategy





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Activity: Campaign design

Work in groups to design an advocacy campaign!

Make impact!



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Reflection



- What did you learn?
- What surprised or challenged you?

Contact



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Innosign

Witaf
Seit 1865 im Dienste der Gehörlosen



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