

# [Commentary and cultivate a more prominent discourse (no](https://assignbuster.com/commentary-and-cultivate-a-more-prominent-discourse-no/)

Commentary NO MORE Campaign publicly launched inthe year 2013 as a national public awareness and engagement campaign that aimsto put an end to domestic violence and sexual assault (UK Says NO MORE, 2017). Thecampaign’s founders set out to create an effective, visual approach to expresssupport for ending domestic violence and sexual assault using its signatureblue symbol to increase visibility and cultivate a more prominent discourse (NOMORE, 2017). This campaign is a project by NEO Philanthropy, an openphilanthropy that is profoundly devoted to social justice and human rights (NEO Philanthropy, 2017).

NO MORE’s central goal is to unite and empowera diverse, global community to help end domestic violence and sexual assault. Ithas brought together the biggest coalition of advocacy organisations, serviceproviders, governmental agencies, major corporations, universities, communitiesand individuals, all under a common brand and a unifying symbol in support of aworld free of violence (NO MORE, 2017).  The campaign is committed to getting theissues of domestic violence and sexual assault out of the shadows and empoweringeverybody from varying backgrounds to be part of the solution by creatingpublic awareness campaigns, providing tools and resources for anti-violenceorganisations and sparking national and international activism (NO MORE, 2017). NO MORE is likewisebolstered by nearly 1000 allied groups and organisations, as well as hundredsof student groups. Additionally, there are more than 30 state, city andcountry-led campaigns that are run independently of the national NO MOREmovement. The campaigninspires cultural change and advances societal development (NO MORE, 2017).

NO MORE have also been doingdistinctive campaigns such as Domestic Violence Awareness Month, Sexual AssaultAwareness Month (SAAM), and NO MORE Week. Besides that, NO MORE offersbystander training programs to educate the public on the distinctiveindications of abuse by voicing out to cease the silence around domesticviolence and sexual assault in workplaces, schools, homes, and communities (NO MORE, 2017).  Critiquesof the Campaign: – I. Target Audiences Since the NO MORE Campaign is a socialmovement that focuses on domestic violence and sexual assault, it isconsidered widely spread. Domestic violence and sexual assault can occuranywhere and to anyone.

Majority of the public can easily relate to thecampaign, therefore NO MORE can join forces with people who are into humanrights, gender equality, domestic violence, sexual assault, as well as abuse ina whole.  NO MORE is aware that at least 1 in 3 women ages 18 to 34 have beensexually harassed at work. 71% of those women said they did not report it (Ahn &Ruiz, 2015). Besides that, approximately 1 in 3 teens experience sexual orphysical abuse or threats from a boyfriend or girlfriend in one year (LizClaiborne Inc & Family Violence Prevention Fund, 2009).

In a research, itis shown that women in male-dominated occupations, especially those in male-dominated work contexts, are sexually harassed more than women in balanced or in female-dominated ones.(Berdahl, JL. 2007) According to the Centers for DiseaseControl and Prevention (2011), on an average, 24 people per minute aresurvivors of rape, physical violence or stalking by an intimate partner in theUnited States, which makes more than 12 million both women and men over thecourse of a year. Peopleare often motivated by a sense of injustice, which elicits strong emotionalresponses, such as anger, indignation, fear, or compassion (Polletta andAmenta, 2001, p. 305). Therefore, this shows the seriousness of this issues andwhy the campaign wants to put an end to it. NOMORE openly supports all campaigns and organisations that stresses on these issues. NO MORE wants to hear stories from individuals of a different background thatare currently experiencing or have past experiences with domestic violenceand/or sexual assault.

This social movement is to help others who are goingthrough the same or similar suffering to stand up for themselves and not keep itto themselves.  Inmy opinion, although NO MORE understands that both male and female of differentbackgrounds can experience domestic violence and/or sexual assault, I feel thatthe campaign should be fair in sharing the word. men and women are experiencing unwanted sexual advances, and our preliminary indications are that men are suffering from theseexperiences just as much as women (Mary Larimer, 1999). However, the campaign mainly focuses on womenand not so much on men, although they do touch on men being a victim as well.

II. Social Media Oneof the defining characteristics of the Internet age is that social media havebecome a powerful tool for developing activist campaigns (Fullam, 2016). Not only that, social media reaches publicinternationally, allowing citizens participation, and the freedom for the publicto access. Most social movement groups spend majority of their time updatingtheir social media accounts or conveying messages out to the public, because theInternet have the possibilities for bypassing mass media gatekeepers, andsometimes even access traditional mass media, potentially enables bringinggovernment secrets to the public domain (Cammaerts, 2013).

According to Twitter (2018), NO MORE’sTwitter account, @NOMOREorg have a total of 59, 400 followers. NO MORE usestheir account to retweet hashtags, campaigns, and organisations that touches ondomestic violence and sexual assault. NO MORE also uses their own hashtag suchas #NOMORE, #NoMoreExcuses, #NoMoreSilence, and #NoMoreViolence. The hashtag#NoMoreWeek will be used during the NO MORE WEEK Campaign. NO MORE also showtheir support to hashtags like the most recent #TIMESUP and #MeToo campaign, because relational agency is belief in the effectiveness of collectiveaction as means to address oppressive conditions; it is an understanding of how’people power’ can impact change even when individuals feel powerless alone (Fullam, 2016).  NO MORE’s Facebook page have a total of82, 425 likes and a total of 79, 556 follows (Facebook, 2018). NO MOREconstantly keep their page updated by sharing articles or news on domesticviolence and sexual assault. Comparing to Twitter, it is much harder to trackif there are people who are talking about NO MORE Campaign.

However, thecampaign still chooses to use Facebook as a platform to reach out to the publicwho uses Facebook more often as compared to Twitter or public who does not havea Twitter account. Therefore, social media activism differs fromtraditional protest methods because it is faster, more diffuse andnon-hierarchal due to the use of social media (Fullam, 2016). NO MORE’s Instagram have the leastfollowers comparing to Twitter and Facebook. Their Instagram account only havea total of 31, 046 followers (Instagram, 2018), although they constantly postupdates.

Instagram does not have the same features as Twitter and Facebook inthe context of retweeting and sharing of posts related to domestic violence andsexual assault. The disadvantage of Instagram is that they do allow repostingof images, however in order to repost a post, it is a must to download anadditional application, which is very inconvenient. Moreover, it is difficultfor NO MORE to track how many people are talking about their social movementunless a hashtag is involved. Despite it being harder to get their messagesacross through Instagram, several authors have argued for the benefits of movinghumanitarian marketing communication to social media because social mediaenhance credibility (Curtis et al.

, 2010). III. Global Public Sphere From the case study, it is a known factthat the NO MORE Campaign is an open movement where the public have a freewillof discussing their opinions on what the campaign addresses. The open spaces ofglobal communication promise not unity, but an opportunity for meaningfuldialogue and nurturance of the global public sphere (Lull, 2007, p. 169). NO MORE do not expecteveryone to share the same preference on the issue, however, the campaign wantsto express what they feel is not right towards both male and female in general. The campaign advertised themselves bothonline and offline.

NO MORE’s PSA campaign was spearheaded by the Joyful HeartFoundation, one of the many championing organisations behind NO MORE movement, and was directed by actress and advocate Mariska Haritay, the Joyful Heart’sFounder and President, in her directorial debut. The PSA campaign has rolledout across the country in local and national markets in print, broadcast, online and outdoor advertising, in movie theatres across the country, incolleges and universities, and in major airports and medical facilities overthe course of several years (Joyful HeartFoundation, 2016). Since the day the campaign starteduntil today, NO MORE’s advertisements have always been constant. Theadvertisements consist of only the same theme and background with a combined cast of over 75 individuals such as entertainers, athletes, government officials and advocates. Joyful Heart’s NO MORE Excusesseries offer a simple call to action: ‘ NOMORE excuses.

NO MORE silence. NO MORE violence.’ (Joyful HeartFoundation, 2016). It also applies to the PSA videos that are posted and sharedboth offline and online.

According to McHale (2004, p. 156), when people watchvideos, viewers feel as if they are witnesses, rather than just consumers ofsomeone else’s account. These videos serve as a form of witnessing that groupscan use to build community among like-minded others, reveal suffering to thosegeographically distant and, in some instances, serve as legal evidence of humanrights abuses (Gregory, 2006) Videois particularly useful as a social change medium because the combination ofaudio and visual elements can humanize the message through multiple cues, thereby generating greater impact on audiences (McHale, 2004). In myopinion, the campaign will face a huge problem in a long run, if they do notmake changes to the design of their advertisements as well as their PSA.

Keepingthe consistency of the advertisements builds the identity of the campaign, however, if the campaign does not make any minor changes, the public will no longer beempowered by the advertisements. The public will know exactly what to expect even before the advertisements are released, thereforethe public will not be impacted. ‘ Globalpublic sphere is built around the media communication system and Internetnetworks, particularly in the social spaces of the Web 2. 0, as exemplified byYouTube, MySpace, Facebook, and the growing blogosphere’ (Castells, 2008). IV. Measuring Success In myopinion, success can be measured in many different ways, such as to how wide acampaign is in terms of being known nationally or globally, how many people thecampaign has reached, the number of likes, retweets or shares as well asfollows on their social media accounts and many more.

According to Baker, Murphyand Fisher (1988), project success is a subject of perception and it isconsidered to be an overall success if the project meets requirements such astechnical performance specifications, mission to be performed. It also needs ahigh degree of satisfaction about the project results among the key people ofthe project team and the key users of the project effort. The total amount of views, likes, retweets or shares and favourites on social media can also determine howsuccessful the movement is. The amount shows how far the message or themovement have reached worldwide.

The number of viewers on one of the NO MORE’sOfficial Super Bowl 49 Ad – Listen: 60′ hit 10 million views, whereas NO MORE’sOfficial Super Bowl 50 Ad – ‘ Text Talk’ video got 426, 709 views on YouTube(YouTube, 2018). The exact same ‘ Text Talk’ video on Facebook hit 101, 000views with a total of 2, 600 shares (Facebook, 2018). Using the TweetReach website by UnionMetrics (2018), it is safe to say that @NOMOREORG on Twitter have reached atotal of 217, 629 accounts (Refer to Figure 1 under the Appendix section). Besides that, some influential people helped to spread the word on NO MORE bytweeting or replying to the campaign, which gained few hundreds of retweets andlikes on Twitter. Influential people such as Terry Crews, Marcia Gay Harden, AnnaLynne McCord, and some others tweeted on NO MORE that helped to reach abigger public.  Moreover, during the Sexual AssaultAwareness Month in 2017, there was an NFL auction featuring Super Bowl LIautographed leather football signed by Lady Gaga. Funds raised from this bidwill benefit NO MORE and their efforts to end domestic violence and sexualassault.

Lady Gaga herself is an outspoken sexual assault prevention advocate. According to the official NFL auction website, the auction has been ongoing forapproximately a month and finally reach a closing bid of $825 with a total of18 participants (Refer to Figure 2).  Conclusion From the whole case study, it is obviousthat NO MORE campaign is a long-term movement to put an end to domesticviolence and sexual assault. Although it is not known whether this campaignwill make it bigger than it already is in the long run, however judging by theminor critiques that can be found from the movement, if the campaign does notfurther work on the minor issues, the movement might no longer be able toimpact more people or even keep the remaining supporters.