*Rethinking the communicative dimensions of everyday activism from the South: how do Argentinian women struggle for gender justice in precarious digital times?*

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**Abstract**

The notion of ‘everyday activism’ was put forward by Jane Mansbridge and Katherine Flaster in the US sixteen years ago. Based on in-depth interviews with women, they proposed that "everyday activists may not interact with the world of formal politics, but they take actions in their own lives to redress injustices that a contemporary social movement has made salient" (Mansbridge & Flaster 2007, 627). Their focus on women’s everyday talk as a tool for persuasive “micronegotiations with their bosses, husbands and friends” (ibid, 628) implied that there is a communicative dimension to this form of activism. More recently, based on case studies conducted in Australia and with a focus on digital storytelling as yet another communicative dimension, Vivienne defined ‘everyday activism’ as “the sharing of personal stories in public spaces with the aim of challenging the status quo” (Vivienne 2016, 1).

**Argentina has a** population currently estimated at +47 million people, 37% of which live below the poverty line (INDEC, 2022). Women constitute almost 53% of the country’s population but are disproportionally affected by poverty, violence, and discrimination. Gender inequality, which was further exacerbated by COVID-19 in 2020 and 2021, is as rampant as inequality at large. During the pandemic, women suffered the loss of jobs, incomes, and livelihoods; they were forced to perform most of all unpaid domestic and care work; and violence against them increased and worsened (Amnesty International, 2021).

Argentinian women have long mobilized for their rights. In 2015, the well-documented history of their struggles took a novel turn in response to a daunting increase in gender violence: two years before the emergence of #MeToo in the US, the #NiUnaMenos (#NotOneLess) movement ignited collective efforts to demand an end to violence and foregrounded women's rights more widely. Between 2015 and December 2020, when abortion was legalized in Argentina and the movement’s visible power began to wane, an increasing number of women joined up #NiUnaMenos to assert their demands in the streets and in social media. While academic attention to #NiUnaMenos as a movement and a hashtag has grown in Western circles lately, the everyday communicative practices of female citizens for gender justice remain largely unaddressed.

Based on a non-probability/convenience online qualitative survey (N=158) conducted with Argentinean women in 2021, in this presentation I focus on those practices to investigate whether respondents consider themselves activists for women’s rights (and to which extent) or not, and why, and to examine how they communicate about the problems affecting women that matter to them in their daily lives.

Starting from recent empirical data from the Global South in the context of increasing precarization and the digitalization of citizenship to revisit and refine early conceptualizations of everyday activism, I clarify current forms of communicative injustice (Kay, 2020), bring to the fore concrete ways in which organized feminist movements and/or women’s groups could tap into the agency of ordinary citizens, and contribute to restating gender justice as a set of positive commitments that governmental and private actors must make in order to redress gender injustice (Gallagher, 2014; Goetz, 2007; Roy, 2016).

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