

Yunus-Alinsky notes (and questions)

The following are your reading assignments for what we'll focus on in Yunus, Alinsky, and Clarence Page when we're back in class this Wednesday. We'll also back up a bit and deal briefly with issues that came up during our online sessions, in particular Alinsky's "key of converses" and the idea of "complemen-tarity" on p. 15.

No personal reflection this week. Instead, **IF** there are questions at the end of each numbered note, write a brief answer to it, and we will share our thoughts. Numbers 3, 6, and 9 have no questions to answer. The rest do, which means you will be jotting down six short answers. Bring these to class so you remember what you wrote, and I'll collect them at the end.

YUNUS:

- 1) Read pages 103-116. Yunus says poverty is the number one threat to world peace and tries to define parameters for effective poverty-reduction programs. Note on p. 111 his metrics for telling when people have escaped poverty. On p. 114 he says we should NOT start with education. Why? On page p. 116, while saying that charity is not the answer, he speaks about charity creating unequal power relations. Question: **Why does charity do this?**
- 2) Read 129-138. Yunus begins describing the steps to starting the Danone project. Question: **Name one step or one question that interested you the most. How is it related to what Kotler tells us to do?**
- 3) On pages 199-202 Yunus describes how I.T. can help foster democracy. No question here. Just note how this relates to Alinsky, who foresaw our media/social-media driven age decades earlier, and a full dozen years before the internet even started.
- 4) Read 203-216. Yunus begins to deal with how rising prosperity may negatively impact the environment and cultural. This culminates on p. 114 with an important list of considerations. Question: Besides the last one, which we will go over partly by going to the Better World Shopper website, **what other item on the list do you most relate to?**

ALINSKY:

- 5) *Skim* the beginning of his chapter "A Word About Words," but start paying special attention from page 59 to the end. Then read a little more carefully—though you can still skim—his chapter on "The Education of an Organizer." Note throughout this reading section the parallels to Quinn and Kotler, especially to Quinn's idea of being connected to "emergent reality." On p. 61 Alinsky says something very close to what Quinn says about being a co-creator, and on p. 64 he describes what Kotler would call a SWOT analysis. On p. 78 he gets deeper than either Quinn or Kotler by saying the organizer has to be a well-integrated political schizoid. Question: **What does Alinsky mean by this?**
- 6) Pages 81-85. Here begins Alinsky on Communication, the central thing he says an organizer must have. No question here, but just note that NOT going out of someone's experience seems to be his key concept. We will discuss what this means.
- 7) Skim his chapter "In the Beginning" on how to BEGIN a social change campaign, focusing especially on the first page, then the pages I've asked questions on. He says do NOT begin with love. This may be his central point in the whole chapter, and we will discuss why, but also note well his statement (p. 100) that it's the job of the organizer to "bait" his opponent. Write brief answers to these two questions, both related to not beginning with love and to baiting the opponent. Question: **What are Cinch Fights?** (About half-way through the chapter.) **And why did the Canadian Indians actually like it when Alinsky told them, in essence, that they were full of shit?** (Starts on p. 110.)
- 8) Skim pages 126-155, which comprise about 3/4ths of the Alinsky chapter on Tactics. The most interesting page of this for me is page 144, so focus here and we'll discuss. Then, for *you*, here's a Question: **What is the most interesting tactic, or tactical principle, or page of this chapter to you, and why?**
- 9) I assigned Clarence Page to be read along with the above passages from Yunus and Alinsky. You do not have to write out an answer to this, but I do want to know if you see a connection I was going for or one you saw on your own. Also, glance back to Dick Gregory, whom I know many of you liked, and to Dempsey J. Travis, both of whom say things importantly related to Yunus and Alinsky.