



NIU's Center for Southeast Asian Studies presents:

Friday, March 11, 2011
12:00 NOON
Campus Life Building, Room 110

Politics, Gender, and Celebrity in the U.S. Campaign for Burma's "Burma: It Can't Wait" Campaign

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This talk will explore the “Burma: It Can’t Wait” campaign, spearheaded by the U.S. Campaign for Burma (USCB), which combined online and offline organizing with the draw of high profile celebrities to increase attention to the troubled Southeast Asian nation. While the USCB successfully mainstreamed their message using youth and popular culture outlets in creative new ways to promote a kind of direct action politics, by necessity, its emergence into the mainstream meant that their message echoed and reinforced the hegemonic characteristics of mainstream media. By identifying the campaign’s primary messages, we analyze how the USCB came to be recognized, according to its website, “as the most successful and effective boycott effort since the anti-apartheid struggle to end white-only rule in South Africa during the 1980s.” We will explore the gendered implications of the campaign and lessons to be learned for social movements worldwide.

Co-Sponsored by:

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