

LARGER PROJECT

• This study is part of a larger SSHRC funded project examining the role of professionalism in the Canadian childcare advocacy movement on the national level and in 3 provinces: Ontario, Manitoba and Alberta

NEW SOCIAL MOVEMENT THEORY

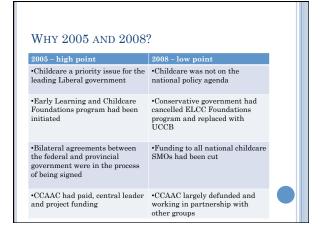
- Social movements are a distinct social process, consisting of the *mechanisms* [italics added] through which actors engage in collective action" (della Porta and Diani, 2006, p.20).
- Collective identity: "...the shared definition of a group that derives from members' common interests, experiences and solidarity" (Taylor & Whiter, 1999, p.170).
- Shared sense of belonging and "common purpose" goes beyond any one event or campaign – collective identity persists over time and across contexts. (della Porta & Diani, 2009, p.21)

WHY THE CCAAC?

- Leader in Canadian childcare advocacy addressing the larger system issues
- Focus specifically on advocacy for national childcare policy (i.e., "publicly funded, inclusive, quality, non-profit child care system")
- ${\color{blue} \circ}$ Arose out of Winnipeg conference 30 years ago
- Would seemingly have less restrictions on its actions and demands than national workforce sector organization

CCAAC MEMBERS AND VISIBILITY

- Socially and politically committed actors engaged in a hegemonic/ideological struggle challenging Canada' current conceptualization of childcare as a private, market-based commodity
- o Individuals and organizations
- Today CCAAC's public visibility is largely limited to a website that has only very recently become active (in anticipation of the 2015 election)

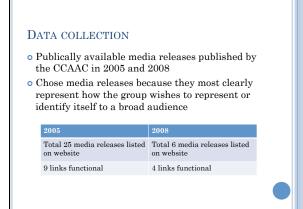


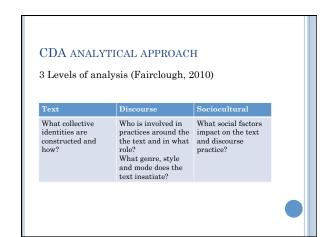
OVERARCHING QUESTION

- How has the CCAAC constructed its collective identity during a high point and low point in Canadian childcare advocacy?
 - What has held the movement together and propelled it to keep moving during a high and low time?
 - What can we learn from this in our current sociopolitical climate – especially with an election on the horizon?

METHODOLOGY: CRITICAL DISCOURSE ANALYSIS

- A critical "perspective, position or attitude" (Van Dijk, 2009, p.62)
- Bridges language studies with social, political and the natural sciences
- Characterizes "scholars rather than their methods" in that CDA researchers are "sociopolitically committed to social equality and justice" (Van Dijk, 2009, p.63).





OVERVIEW OF FINDINGS

- CCAAC's collective identity appears to shift from an insider (2005) to an outsider location (2008) in relation to the federal government
- Shift in who represented CCAAC's CI from ED in 2005 to membership base and allies (Code Blue) in 2008
- 3. In contrast to the cautious and future-oriented (i.e., "will") language used in 2005, language was laden with values and emotions (i.e., "must") reflecting a changed externally communicated collective identity in 2008

WHAT DOES THIS MEAN GOING FORWARD?

- Collective identity is a key resource for childcare movement organizations – how do we best draw strength from this seemingly intangible resource?
- Conscious decisions about who to include and how to approach advocacy
- Counter-intuitively, this analysis highlight an overall diffused approach to collective identity construction and communication during a high time in the childcare movement

QUESTIONS FOR CHILDCARE ADVOCATES TO CONSIDER...

- Do we mould our externally communicated collective voice to connect with other like-minded individuals and groups or do we remain explicitly (and exclusively) committed to the core, often most controversial principles?
- To what degree can we mould representations of ourselves without compromising our core motivations for the work we do?
- Must the externally communicated CI be the same as the CI from which we draw our strength?

FULL REFERENCE

o Richardson, B. & Langford, R. (2015). A shifting collective identity: A critical discourse analysis of the Child Care Advocacy Association of Canada's public messaging in 2005 and 2008. *Critical Discourse Studies*, 12(1), 78-96.