

Strategies

Negotiation	Lobbying
Publicity campaign	Demonstration
Strike	Legal action

Definitions

A Workers refuse to work, in protest against something they think is unfair. Their objective is to put pressure on employers, or the government, to change the situation.

B Two or more individuals or groups with an interest in a particular situation meet and try to reach agreement. One individual or group might offer to give up part of what they want if the others give up something in return.

C Individuals or groups try to influence decision-makers by acting directly – through phone calls, letters, petitions etc – or indirectly, usually through the media.

D Individuals or groups try to make their cause known to as many people as possible by attracting the attention of the media and/or by advertising, wearing badges etc.

E Individuals or groups use the law in an attempt to obtain their rights.

F Individuals or groups take direct action to publicise their cause and so influence decision-makers.