

A direct approach to Performative Activism In the light of “Black lives matter” movement and its impact:

- Black lives matter and performative activism

On May 25, 2020, **George Floyd**, a 46-year-old person of color, was executed in Minneapolis, Minnesota, during capture for purportedly utilizing a fake bill.

There is a long history of **colored individuals** being murdered on account of the state in all aspects of the world. Be that as it may, up to this point, seas and fringes between us had kept our interconnected battles from the meeting. Online networking changed this. Indeed, even the regularly aloof **African Union** came out emphatically against the slaughtering of George Floyd which was a blatant display of performative activism.

His was an uncommon unforeseen development, and maybe a demonstration of the worldwide effect of the Black Lives Matter development. Be that as it may, could there be more to it?

The **worldwide protests** and activism brought out many people from their shells and made them realize that **racism** was way more **rampant** than initially **presumed**, the **outrage** was the **headlines** across the globe.

Like anything that makes the news, a lot of people tried to get benefits and profit off the emotions of people associated with it which resulted in **performative activism** for Black lives matter, as a result, many such cases were witnessed.

- what is performative activism?

Performative activism is a pejorative term referring to **activism done to increase one's social capital** which is the **effective functioning of social groups** through **interpersonal relationships, a shared sense of identity, a shared understanding, shared norms, shared values, trust, cooperation, and reciprocity**. The term performative activism is not to be confused with the term “**slacktivism**” is a pejorative term for “**feel-good**” measures in **support** of an **issue** or **social cause**.

This **phony activism** frequently happens on **the web**, particularly on **social locales** like Instagram, Twitter, and Facebook. The individual may post that he is for a **specific issue, yet doesn't do anything**, as to give cash or dissent **for change**.

Commonly, this “**lobbyist**” **demonstration** is done deliberately to **seem a piece of something** or to appear as though he has indistinguishable interests from his adherents. On different occasions, the **individual may do it innocently, not understanding** that his posts **seem to be phony to those accomplishing the genuine work**.

One **case of performative activism** is when **Emma Watson** posted a black **picture for “Black lives matter” (BLM)** on her Instagram account however **modified it to seem like her “style”** and fill her own needs. Another kind incorporates famous people posting pictures of themselves “protests” however are just photographing operations.

The term is like “**Slacktivism**,” which is a mix of “**Slacking off**” and “**activism**” and portrays **individuals** who attempt to be **activists** however would prefer **not to invest a lot of energy**. **Performative activists** may likewise be designated “**Frauds**,” which are **individuals liable to boast** that they carry on with their life **one way yet don't** like that by any means.

The recent black lives matter protest has exposed many of these pseudo activists who are responsible for many such sometimes unknowingly hypocritical acts, the recurring nature of these events Shows either a lack of empathy or a do not care attitude from the perpetrators which is appalling, to say the least, Furthermore, those who carry out these acts Due to a lack of knowledge or unknowingly can be left out from the backlash but somebody prone to these acts has to face the consequences sooner or later by the public backlash.

The best means to approach this dilemma is to observe a case, let us take in consideration the Muslim world, much worse atrocities are committed in Syria, Palestine, Kashmir, Yemen, and the Uighurs, however, A performative activist will turn a blind eye towards them because those issues and causes will not earn him any social points or entry into the so-called elitist groups or people with deep pockets who are often the culprits or the profiteers behind these social causes.

This performative activism often Helps to keep the problem intact which can be considered a golden goose for many of its benefactors in the form of social and fiscal benefits.

And any problem that causes benefit to the powerful is always well guarded. This is the basic idea of oppression hence the performative activist causes more harm than good to a typical Cause they were initially supposed to take a stand against.

As discussed this selective compassion for events occurring right in our backyard and across the Muslim and yet a criminal silence from the elite and people with power shows that performative activism is way more rampant than one can presume, social media is also to blame in these cases as it has increased a sense of vanity in humans as well as increased a mindless competition between any two individuals or entities.

- **What can be done against this act of performative activism?**

Short term goals:

Like any other issue, a sense of awareness will almost reduce the innocently carried out performative activism, However, the beneficiaries of this activism must be dealt with an iron hand because profiting off the miseries and suffering is highly inhuman, and those who commit this act are strictly involved in moral and legal crime.

Long term goals:

A sense of empathy is to be developed in the mind of each coming generation as well as telling them their moral and social obligations and what would be the consequences of neglecting it, Most of the time an ill takes root because it is not seen for what it is, it overshadows its criminal nature by short term payoffs which are motivated by greed and a lack of empathy, Human are social animals and we can only survive if we work to make this world a better place, and what our self-centered egotistical nature refuses to realize is the planet will stay, but we as humans will make it uninhabitable by our greed and a lack of genuine empathy to the beings we share our home with.