The #NiUnaMenos Movement Activism for the Grand-daughters of the Plaza de Mayo

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This project explores the history of female collective mobilization in Argentina and the current #NiUnaMenos movement against gender based violence. Through a theoretical examination of gender based violence, social media movements, female activism and transnational feminism this project will illuminate the #NiUnaMenos movement that began in 2015 and position it within the frameworks of social movements and feminist mobilization. Using interviews, visual analysis and historical research, this investigation scrutinizes the movement and its salience within the historical frames of female activism in Argentina in a new era of transnational activism, social media and resurgent feminism. The investigation concludes that #NiUnaMenos provides an example of a "innovative social movement" that both draws on historical frames of mobilization and existing repertories of contention while challenging reductive models of female mobilization.

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