

Professionalization as an advocacy strategy: a content analysis of Canadian child care social movement organizations' 2008 discursive resources ^[1]

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Author: Langford, R., Prentice, S., Albanese, P., Summers, B., Messina-Goertzen, B., & Richardson, B.

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Abstract:

Do early childhood education and care (ECEC) professionals make good advocates? Canadian advocates have fought for better child care policies since the mid-1940s. What has happened to this advocacy with the recent increased professionalization of the ECEC sector? How does increased professionalization limit, innovate or expand advocacy strategies? This content analysis of seven Canadian child care social movement organizations' discursive resources in 2008 examines how different types of child care social movement organizations communicated their positions to their members and the public to manage a changing economic and political climate. Preliminary findings indicate that both ECEC workforce sector associations and grassroots organizations shared common advocacy messages, played down problems associated with a market approach to child care, and framed child care as a business case in their messaging. The authors suggest this reflects a nascent discursive move towards the professionalization of Canadian child care movement advocacy messages.

Region: Canada ^[3]

Tags: advocacy ^[4]

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