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**SOCIAL MOVEMENTS AND CONFLICT MANAGEMENT:
STRATEGIES OF AGENTS OF INFLUENCE
SOSYAL HAREKETLER VE ÇATIŞMA YÖNETİMİ: ETKİ
AJANLARININ STRATEJİLERİ**

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Abstract

The phenomenon of social movements is as old as human history. Such movements, whether in the pre-modern period or in the modern era, can be encountered for many religious, economic, social and political reasons. Many theories have been put forward to explain the causes and consequences of such a phenomenon, which can be considered as old as human history. The most well-known of these theories are the Resource Mobilisation Theory and the Political Process Theory. As with every theory, it is a debated issue that these two theories have strengths and weaknesses in explaining social movements. Especially in recent years, there have been attempts to explain the phenomenon of social movements in a way to cover both developed capitalist countries and undeveloped or developing countries. At the forefront of these attempts is the concept of agents of influence. Like every other concept, the concept of agents of influence has undergone many transformations from the Cold War period in which it emerged until today. In this study, the emergence of the concept of agents of influence and its transformation over time will be analysed and whether it can be an alternative to existing theories when used to explain the phenomenon of social movements will be examined.

Keywords: Agents of Influence, Political Process Theory, Resource Mobilization Theory, Social Movements.

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Özet

Toplumsal hareketler olgusu insanlık tarihi kadar eskidir. İster modern öncesi dönemde ister modern dönemde olsun, bu tür hareketlere dini, ekonomik, toplumsal ve siyasal birçok nedenle rastlanabilir. İnsanlık tarihi kadar eski sayılabilecek bu olgunun nedenlerini ve sonuçlarını açıklamak için birçok teori ortaya atılmıştır. Bu teorilerin en bilinenleri Kaynak Seferberliği Teorisi ve Siyasal Süreç Teorisi'dir. Her teoride olduğu gibi, bu iki teorinin de toplumsal hareketleri açıklamada güçlü ve zayıf yönlerinin olduğu tartışılan bir konudur. Özellikle son yıllarda toplumsal hareketler olgusunu hem gelişmiş kapitalist ülkeleri hem de gelişmemiş veya gelişmekte olan ülkeleri kapsayacak şekilde açıklama girişimleri olmuştur. Bu girişimlerin başında etki ajanları kavramı gelir. Her kavram gibi, etki ajanları kavramı da ortaya çıktığı Soğuk Savaş döneminden günümüze kadar birçok dönüşüm geçirmiştir. Bu çalışmada, etki ajanları kavramının ortaya çıkışı ve zaman içerisinde geçirdiği dönüşüm incelenecek ve toplumsal hareketler olgusunu açıklamada mevcut teorilere alternatif olup olmayacağı irdelenecektir.

Anahtar Kelimeler: Etki Ajanları, Siyasal Süreç Teorisi, Kaynak Seferberliği Teorisi, Toplumsal Hareketler.

INTRODUCTION

Social movements are dynamic and vibrant expressions of the contention and cooperation among diverse social actors coming together in collaboration, opposition and conflict. This inherent contention is witnessed through a multitude of both violent and non-violent social confrontations, thus highlighting the intricate relationship between social movements and conflict management. The intertwining nature of these two spheres showcases how the study of social movements becomes closely intertwined with effectively addressing conflicts (Della Porta, 2020). It is essential to recognize that the link between social movements and conflict management is rooted in the realm of collective behavior. Movements emerge not solely from spontaneous actions of the oppressed but also from historically organized collective behavior and purposeful campaigns. These vital elements have shaped the trajectory of movements throughout history. As society has evolved, so too have our understanding and conceptualizations of social movements, resulting in the identification of diverse concepts and the proposition of various theories to explain these complex phenomena (Nardini et al., 2021).

Over the past one hundred years, representatives of different generations created several theoretical frameworks to analyze mechanisms of formation and recognition of contested social phenomena. The most important social-historical contexts of communal mobilization include labor and strikes of workers in the trade-union era, colonial and post-colonial independence due to national liberation movements, and student protests and youth movements. The breakthrough of independent research for social movements marks the publications from the second half of the 20th century. It was witnessed in France by the writings of Curzi-Laquer and Alain Touraine. Currently, social movements are considered in terms of globalization, reworking, and deleting dimensions (Morrow and Torres, 2022). Despite varying research perspectives into the contested world of spheres (economics, politics, nature and leisure), there is agreement concerning agents of influence. These agents play a crucial role in shaping the trajectory of social movements and their impact on society. Moreover, they are not confined to specific sectors or regions but have a pervasive presence across different domains. Their multifaceted nature ensures that social movements are not limited to a single issue or cause but encompass a wide range of concerns, from economic inequalities to environmental conservation (Giugni and Grasso, 2022). Understanding the dynamics of these agents and their interactions within the social fabric is essential

for comprehending the complexities of contemporary social movements. By unraveling the intricate relationships between various actors, researchers can shed light on the underlying mechanisms that drive the formation and recognition of contested social phenomena. Through empirical studies and theoretical frameworks, scholars strive to grasp the nuances and intricacies of dynamics of social movements, offering insights into their transformative potential and lasting effects on society (Giugni and Grasso, 2022). Exploring the historical and cultural contexts that shape these movements provides a comprehensive understanding of their origins and evolution over time. This expanded understanding allows for more nuanced analysis and deeper insights into the mechanisms of formation and recognition of contested social phenomena, ultimately contributing to the development of knowledge in the field. In conclusion, the study of social movements is a vibrant and ever-evolving discipline that continues to shape our understanding of society and its complexities. Through interdisciplinary research and critical analysis, scholars pave the way for further explorations and advancements in the field, expanding our comprehension of communal mobilization and its impact on the world.

Defining Social Movements and Conflict Management

While social movements are a widely studied and analyzed form of collective action, encompassing the collective opinions and beliefs within a population, which in turn reflect a desire for altering certain aspects of the social structure as well as the distribution of rewards within a society; it is crucial to acknowledge that social movements are not the sole manifestation of such collective aspirations (Louis et al., 2020). In certain instances, distinct entities referred to as “organizations of victims” may diverge from the desire for substantial transformation, remaining content with the existing social order and lacking any aspiration or impetus to pursue significant change or strive for an enhancement in their societal standing. Their fundamental objective primarily revolves around seeking tranquility within their circumstances, while simultaneously endorsing and upholding the status quo (Tamayo Gomez, 2022). Furthermore, when assessing the cumulative costs associated with launching and maintaining a campaign, it often becomes apparent that preserving the established system is comparably more convenient than attempting to instigate systemic alterations (Regier, 2020). As a result, preserving the existing order can be perceived as a preferable choice, given the substantial difficulties involved in implementing comprehensive change.

Conflict management is how social movements respond to their demands and how these processes are managed. Conflicts often arise due to the demands of movements and the existing order being at odds and are managed in a variety of ways. Governments and other authorities may use negotiation and dialogue in response to the demands of social movements. These processes are essential in building consensus between the disputants and developing solutions (Pruitt and Kim, 2004). The enactment of various laws and reforms can be the result of social movements putting pressure on the government. For example, the civil rights movement led to legislation that eliminated discrimination (Tarrow, 1998). Some social movements may form instead more radical methods to exert their demands. Such movements may request fundamental changes to the existing system, and sometimes conflicts can escalate (Goodwin and Jasper, 2003). Governments or other actors can also hinder or stop social movements. Such strategies may lead to larger resistance or underground activities of movements (Della Porta and Diani, 2006).

Social movements and conflict management play major roles in transforming societies and achieving social justice. Inferentially, these movements and processes for conflict management have been sources of social change and have been recognized as dynamics that challenge the existing order. By looking back at the historical perspective of social movements, we can better comprehend the current social struggles and can better guess at what future changes will occur.

Literature Review

The different theoretical approaches underlying the study of social movements provide specific possible explanations for the action of agents. Among them, two lines of approach are particularly interesting: the Resource Mobilization Theory (RMT) and the Political Process Theory (PMT) (Tahan, 2024).

The RMT considers social movements as rational actions that are not caused by emotional motivation, or psychological or structural strains. Social movements, seen from the perspective of the RMT, are collective actions and represent public confrontations, carried out because of the opportunities that the situation offers and in the pursuit of advantages. The decision whether to participate in a movement is purposely taken as one of several alternatives available to the individual. Emerging from this institutionally structured framework, the process of individual and collective cognition raises the level of social dissent and induces others to participate in and maintain their engagement (Tahan, 2024).

Approaching social movements with this analytical tool aims to propose another way of understanding the dynamics of such movements, outside deterministic or schematic visions. PMT, on the other hand, contends that it is possible to explain the development of social movements by examining the political context in which they emerge. This approach is particularly attentive to cultural criteria and political opportunities, rather than exclusively focusing on resources, technological modifications, and structural or systemic reforms (Crocheron, 2024).

The inclusion of the PMT is especially useful for professionals involved in the management of the confrontation between the government and social movement members because it emphasizes the dynamics of confrontation between groups at issue and the control body (in this case the government) defining such criteria, and then proposes strategies for their modified use. This is rather different from the RMT, which situates power in association density, and is devoted to explaining the variable of the incidence of social movements by association encouragement (Tahan, 2024).

Resource Mobilization Theory

Resource Mobilization Theory (RMT) framework is a primary factor for the success of the social movements. The general distinction is between two main categories of resources, namely, material and non-material resources. It is vital to have both of kinds of resources for the successful and sustainable social movements.

Financing the social movements, which also includes the organization, activities, and campaigns, is possible by the money that comes from various sources, namely donations the membership fees, and sponsorships (Edwards and McCarthy, 2004). To meet the operational requirements of movements, office space, equipment, and other logistical support is to be provided. Such resources are the most essential ones for the daily functioning of the movement (Jenkins, 1983). Human resources that include volunteers, activists, and leaders are the success of the movement. Human resources are an important driving force of the energy as well as the motivation of social movements (McCarthy and Zald, 1977). Expertise and

knowledge are key factors of the strategic decision-making process of the movements. This includes target audience analysis, media strategies, and legal counsel (Edwards and McCarthy, 2004). Social movements are using their networks such as other organizations or communities to advance their influence. Networks are the means to share information and resources as well as to provide a wider sphere of influence (Tilly, 1978).

Resource mobilization is an important part of the acquisition process, resource organization, and, most importantly, the strategic use of resources, which emphasizes the targeted and tactical way implementations of movements. The specific strategies and tactics are the means for the effectiveness of social movements.

Giving pressures are organized by social movements so as to ensure the financial resources. Through a variety of ways, these campaigns can be able to be done: Online platforms, events, and personal meetings (Buechler, 1993). Such movements conduct volunteer recruitment campaigns to increase human sources. These volunteers are very crucial for the operational needs of the movement as well as for the organization of events (Jenkins, 1983).

Proper organization and logistical planning are important for the effective use of resources. This makes the movement take the most efficient use of its resources (McCarthy and Zald, 1977). Besides organizing training programs for volunteers and leaders, the human resource capacities of the organization are increased. This ensures the effectiveness and sustainability of the movement (Edwards and McCarthy, 2004). Resources are intentionally matched with the goals of the movement. This is significant both in planning and execution of campaigns (Tilly, 1978). Partnerships with other organizations and communities allow the sharing of the resources and increase the influence of the movement (Buechler, 1993).

In order to have a successful social movement, resources are vital for it to grow, impact, and sustain itself. Resources have the power of a structure, plan a movement, and expand the audience. Movements with enough resources can manage to organize more powerful campaigns and reach a bigger audience (McCarthy and Zald, 1977). The success of the efficient resource mobilization is that it ensures the continuity of the movement. This depends on the movement continually acquiring new resources and making strategic decisions (Edwards and McCarthy, 2004).

Resource Mobilization Theory is ranked among the most important theories as it emphasizes the centrality of resource mobilization in social movements. The mobilization of both tangible and intangible resources is essential to increase the efficiency and sustainability of movements. By strategically planning and coordinating their efforts, social movements turn mobilization into a reality which then serves as a blueprint for achieving their objectives.

Political Process Theory

Political Process Theory (PPT) is a theoretical framework that explains how social movements emerge and succeed, and it became the most popular paradigm in this area of scholarship. The theory is based on a combination of factors including political opportunities, organization capability and social consciousness. The political process school of thought was created in the 1950s and 1960s by scientists like Charles Tilly, Doug McAdam and Sidney Tarrow, after which it became a leading topic in the literature on social movements (McAdam, 1982; Tarrow, 1998).

PPT claims that the strengths and weaknesses of political institutions are crucial to the birth and success of social movements. The political opportunities for movements are related to processes such as breaking and changing the government, weakening the government or causing a social conflict (Tarrow, 1998). For example, during such vulnerable or fragmented government situations, it is often the case that instances of social movement are the most probable. In these times, most movements would be able to articulate their needs more properly (McAdam, 1982). The success of movements also relies on the types and levels of the organizations. The pioneer is the leadership, the capability to resource mobilization, the strategic planning capability, and the network building capability. The ability to stimulate the group by having a rich organizational pattern is a critical success element as well as the people who make up the group (Meyer and Minkoff, 2004). The civil rights movement, for example, was a success due to the efforts of dedicated leadership, and an extensive support network (Tilly, 1978). To raise social awareness, the issue must be related to men and women on a mass scale hence eventually influencing the decision makers. In this case, an increase in social consciousness leads to a stronger mobilization of people for the objectives of movement and that eventually helps the public to support the campaign (Goodwin and Jasper, 2003). Environmental movements through their mobilization of the masses by the big issue of climate change, they have achieved a broad base of support.

The Political Process Theory asserts that social movements must always be understood through a lens of social context as well as organizational context. Hence, the outcome of movements relies also on external political and social dynamics and not only on internal factors. This theory highlights the fact that social movements are active actors, actively intervening in processes of politics via the development of active strategies (McAdam, 1982). By critically examining and analyzing the complex internal mechanisms of political structures and processes that sometimes lead to the direct giving of social movements as in the case of the political process theory (PPT), and the conflict movements interlaced in the essence of social movements, the PPT gives a vivid and broad explanation about the notion of relative deprivation. The meticulous look at various country studies allows one to comprehend the importance of political structures and processes in the field of conflict management, which, therefore, leads to the wide variety of results. It is important to underscore that although the political process theory is a comprehensive perspective, it may not necessarily be all-encompassing, thus the aspect of universal industrial relations systems on national levels may not be able to fulfill the relevance criterion absolutely (Poole, 2021).

The PPT has been the subject of some criticism. Some critics have maintained that the theory is overly focused on political opportunities and does not take account of cultural factors sufficiently. It has also been claimed that PPT is unable to explain the emergence of smaller, unorganized movements (Goodwin and Jasper, 2003).

Political Process Theory is a significant framework for explaining the emergence and success of social movements. The combination of factors such as political opportunities, organizational capacities, and social consciousness contributes to the effective functioning of social movements. This theory shows that social movements result not only from internal dynamics but also from broader socio-political context.

Historical Perspectives on Social Movements and Conflict Management

Social movements have been extensively studied throughout history. One can find early interest in the subject in the classical Greek and Latin accounts of revolutions. For instance, Thucydides, who did not focus solely on the history of a specific social movement but instead delved into the intricate workings of societies, provided a profound reflection on its causes and consequences in his remarkable masterpiece, the History of the Peloponnesian War. He meticulously analyzed every aspect of the revolution that took place on the magnificent Corcyra Island, using it as a paradigm to understand the intricate dynamics of social movements (Crane, 2023). Thucydides employed his keen intellect to illuminate the captivating struggle between wealth and democracy. In this ancient episode brimming with complexity, Thucydides astutely delved into the multifaceted opposition between the affluent individuals, who cunningly plotted against the people, and the resilient people themselves, who valiantly fought to subjugate the wealthy and carve a society where equality reigned supreme. This fierce battle between the classes was not merely a conflict over power; it served as an extraordinary opportunity for the people to forge unbreakable bonds of brotherhood, transforming themselves into a unified force that emanated strength and resilience (Argyriades, 2021). The uprising on Corcyra Island, chronicled so brilliantly by Thucydides, serves as a timeless reminder of the eternal struggle that underlies every social movement. In this episode, he delves into the intricacies of societal upheaval, exploring the numerous factors that precipitated such a momentous event. Thucydides's profound analysis and reflection on this historical event transcended the boundaries of time and continue to resonate with the modern world. His meticulous examination of the Corcyra Island revolution remains an invaluable resource in our understanding of social movements.

Social movements have emerged in diverse forms at various points in history and have played a significant role in transforming societies. These movements commonly arise from demands related to social justice, equality, human rights, and freedom. The earliest social movements consisted of the struggles of the working class against poor working conditions in the industrial revolution. Such movements did lead to changes like the foundation of trade unions and the securing of rights of workers (Tilly, 2004). The 19th-century women rights movement was the one that insisted on women rights to vote and equality. This movement was a catalyst for women to become more empowered in the social and political sense (McCammon and Campbell, 2002).

The civil rights movement that started in the US in the mid-20th century, was the most significant one among black people. They made the biggest strides in the area of the anti-discrimination and human rights campaign (McAdam, 1988). In the second half of the 20th century, environmental movements were started in order to make the public aware of ecological problems and care more about sustainability and ecological balance (Rootes, 2007).

Key Moments in the Evolution of Social Movements

At major intervals in the past, various social movements have taken shape, having different programs and methodologies to the extent that they have overturned the political, social and economic order of communities. The below mentioned are the relevant periods in the evolution of social movements.

With the advent of the Industrial Revolution, the labor force began to protest against the unbearable working conditions. The movements predicated on the claims of reduced working hours, better wages and recognition of human rights were the first generators of the social order. The Chartist Movement in England and the Knights of Labor in the USA are examples of state structures that had

their genesis in the labor unrest period (Thompson, 1963). The Seneca Falls Convention of 1848 was the first major event at which a women attended her rightful place in history as a warrior for the cause of the right to vote and gender equality. This event has a salient meaning in endeavors of women for gaining political benefits (McCammon and Campbell, 2001).

In the US, the black people's actions for equality and justice founded a strong basis through the civil rights movements. Non-violent protests and boycotts carried out through the leadership of Martin Luther King Jr. brought about substantial changes in the fight against discrimination. The Civil Rights Act of 1964 and the Voting Rights Act of 1965 are the achievements of the latter's efforts (Branch, 1988). Having its inception in its Social and Economic Movement, women's movement had a systematic and pivotal role in the initial stages of the struggle against sexism, and at the same time a significant index in the forms of gender inequality, discrimination in the workplace, and reproductive rights was an issue. One of the critically influential books of this time is Betty Friedan's "The Feminine Mystique" (Evans, 1979). Growing consciousness about environmental issues contributed to the emergence of the environmental movement. The celebration of the first Earth Day in 1970 and the establishment of the Environmental Protection Agency in the US are important developments in the environmental movement. Rachel Carson's book is one of the most prominent passages of this movement. Silent Spring made a major contribution to raising environmental awareness (Carson, 1962). The Stonewall Uprising (1969) is an important turning point in the struggle for LGBTQ+ rights. This movement gained wide support for equal rights and the fight against discrimination and gained social acceptance in many countries in the 1970s (Duberman, 1993).

Examples of Social Movement in the 21st Century

An increase in public demonstrations focused on non-democratic governments in the Middle East and North African countries played a significant role in bringing political change issues to other countries. The Arab Spring is a clear example of how fast and organized activism works with the help of social media (Lynch, 2012). The African American community started the Black Lives Matter campaign to address the issue of police brutality against black citizens in the USA, which has now become a world-wide struggle for racial equality and social justice. A major factor in the success of Black Lives Matter was the mobilization by social networks (Taylor, 2016). Fridays for Future set a scorching pace by mobilizing young streaming protestors on the global stage in the process of demanding climate action. The Fridays for Future movement gathered marches all over the world under the power of millions of young people on the climate emergency (Wahlström et al., 2019). Underscoring these major turning points in the success of social movements is crucial to the comprehension of how human societies advance and how demands for change are answered. Each of these movements became visible in particular historical, political, and economic settings and thereby contributed to the return and restructuring of humanity. The history of social movements would help us understand the social problems of today and predict possible changes we will face in the future.

Agents of Influence in Social Movements and Conflict Management

The term "agent of influence" was introduced by Soviet intelligence during World War II. In the US, the term has been used in intelligence literature, in analysis hearing into the US policy toward intelligence activities, two top US intelligence officers of the seventies testified that a US citizen could be in unwitting cooperation with a foreign intelligence service and be an agent of influence.

The concept of “agent of influence” has historical depth and a broad scope, but it has been explained with detailed attention in the academic literature only in the last ten years. The history of the term goes back to Soviet intelligence, and during World War II, it referred to a Cold War espionage enemy and then it came to include potential allies who were not under the direct control of an enemy state but could influence the enemy to our advantage. During the Cold War, mainly security and foreign policy used this term, whereas the intelligence community has shied away from the use of the term “agent of influence” (Neogita, 2024). Old German and Hungarian intelligence interest suggests that the intelligence community wanted to separate the responsibilities in espionage from counter-intelligence. Intelligence had responsibility for gathering information and conducting clandestine operations in a foreign country. As such, it tore down the walls between intelligence and espionage, one resulting in foreign-born clandestine officers spying on their home. Intelligence did not look at a target's capacities to influence public opinion overseas; that was for the political operations (Bulhak and Friis, 2020).

Agents of influence are in amicable relationships with at least one of the stakeholders (in some peculiar cases of transient conflicts, they may be in good relationships with every single party of the conflict). Therefore, we can state that influence agents are not only people who act for their own interests, but also people who act for the interests of many countries. Agents of influence use state and political power not for one particular aspect of development but for a complex and comprehensive approach and calculations. Every time they declare openly state and international domestic goals in development, and they set the national interest as a very major issue for their policies. They use bilateral and multilateral relations to play a major role in complex structures on state-to-state and state-to-international level of organizations. As a result, agents of influence are those who take positions within the country to influence both regional and global outcomes.

Leaders are the most important people in guiding social movements and defining the goals of these movements. As a result of their ability to influence and mobilize the masses, charismatic leaders boost the energy and motivation of the movement.

In the Civil Rights movement, Martin Luther King Jr. became a figure of peaceful resistance whose influence on the movement was profound both in articulating the demands for social equality and justice and in mobilizing the movement (Branch, 1988). Mahatma Gandhi, as an originator of nonviolent resistance in India's independence struggle, organized big peaceful demonstrations (Sharp, 1973).

By strengthening the organizational capability of social movements, NGOs, and activist groups are crucial in mobilizing resources and conducting campaigns. Greenpeace, important environmental movement organization, has run successful campaigns to get global environmental problems noticed (Doherty and Doyle, 2006). As a leading international organization in addressing human rights violations, Amnesty International has raised global awareness and highlighted human rights challenges in various countries (Clark, 2001).

The main job of the media is to convey the demands of social movements to large audiences and raise issues among the public. Through the use of communication channels, a movement's messages are spread and support is garnered. An important organizing and mobilizing tool of social media has been for the Arab Spring and Black Lives Matter activities quite different from many of the past movements (Tufekci, 2017). Journalists and Writers, Media professionals are the vehicles of social awareness and they produce wide social movements coverage storytelling thereby acquiring a considerable audience for those movements (Gitlin, 1980).

As political actors and governments play a decisive role, they can successfully address the demands of social movements and the management of conflicts. Political leaders, lawmakers, and government officials can develop strategies based on the appeals for social change. Due to the pressure of movements like the civil rights movement, change can be effected by legislation and reforms (McAdam, 1988). Political actors can be a significant force in solving conflicts by taking the lead in dialog and negotiation processes with social movements (Pruitt and Kim, 2004).

The part of academics and researchers is important in the understanding of social movements and conflicts as well as finding solutions. Theoretical frameworks and research can be employed to inform the strategies of movements and assess their results. The understanding of social movements has been quantified by social movement theorists such as Charles Tilly and Doug McAdam through the development of theoretical models (Tilly, 2004; McAdam, 1982). By having in place effective strategies and methods of non-violence, the activists can remain on the demands of the movements (Pruitt and Kim, 2004).

The importance of such agents as the key players in social movements and conflict management is reflected in their pivotal roles in enhancing the organizational capacity of movements and in conveying their demands to the masses. Leaders, NGOs, media, political actors, and academics can contribute to the social change by making social movements more effective. The success of social movements and the management of conflicts depends largely on the influence of such agents.

Strategies Employed by Agents of Influence

Social movements are guided and mobilized by leaders who employ strategic methodologies. Masses are influenced by leaders mostly through their proficient communicative skills. A case in point would be the motivation that the civil rights movement received from Martin Luther King Jr.'s oratory skills (Branch, 1988). By establishing a definite vision and attainable objectives, leaders can energize and direct the movement (Ganz, 2010).

Effective mobilization of resources and planning of campaigns through organizational strategy mostly is what activists and civil society organizations have got to put in the first place. Movements frequently take the form of collaborations and coalitions with other groups in order to enhance their effectiveness. By doing this, they can share resources and create a wide-ranging support network (Della Porta and Diani, 2006). Finances and personnel are, however, CSOs to lead support through campaign infrastructure that is used by the movement (Edwards and McCarthy, 2004).

Media and communication channels are very well established methods used to forward messages of movement and create public awareness about social justice issues. Social media is one of the ways movements can spread their messages to a broad audience quickly and also mobilize for action easily. The Arab Spring and Black Lives Matter protests were extraordinarily well organized through social media (Tufekci, 2017). Collaborating with journalists and media organizations is a strategy that can help movements gain visibility in public (Gitlin, 1980).

Political actors along with movements can form strategies in such a way that it becomes difficult for political systems to reject their demands. Movements can sway the decisions of policymakers and legislators through lobbying. This plays a big role in passing bills or making amendments to laws (Baumgartner et al., 2009). Electoral campaigns and candidate support for political movements are the

primary strategies of political movements that seek to foster social change (McAdam, 1982).

The conflict resolution experts and movements are focusing on the peaceful means of conflict resolution. This means that mediation and negotiating processes are conducted by the parties. This enables peaceful conflict resolution (Fisher et al., 2000). Alternative dispute resolution techniques are utilized to effectively settle disagreements. These techniques suggest cooperation and direct involvement of the parties (Bush and Folger, 2005).

Moreover, agents of influence should not only be seen as persons involved in allocation of resources. They may also work to influence and change the position of those responsible for the distribution of resources. On the other hand, agents of influence draw their strategies from the “room for movement”- brand strategies are utilized in order to bring about a change in the conflict conditions, and the “softening” of the movement resources are explained in the way of the community logics. While the implications of these findings are relevant not just to a more successful management of the national movement but for all those facing conflictual situations and for which success necessarily depends on influencing others, it is obvious that these strategies necessarily operate under movement conditions.

Mobilizers that are highly skilled at social movements and conflict resolution focus on the right strategy to boost the performance of the movement. A few of the examples of these strategies are leadership, organization, media use, and interaction with political parties as well as the resolution of conflicts are crucial to reaching goals for movements. The proper and effective application of these strategies is part of the factors that significantly influence social success of movement.

CONCLUSION

This article investigates the mechanisms and techniques effective agents in social movements and conflict management apply to foster intimate interactions between actors, as well as effective models in inter-actor relationships. Successful management of social movements and social conflicts particularly through civil society organizations, eventually the media, and lastly political channels are the result of the conscious and dynamic inclusion of leaders. The ones involved in and responsible for the success of the movement are the minds that distribute the strategies accordingly.

Political leaders are one of the main catalysts in the act of social movements and the conscious mobilization of people. Some of these strategies include inspiring and motivating the movement. These leadership strategies are one of the key factors in increasing the success of reforms and the accountability of the government toward the societies. For instance, by setting change-oriented goals, careful leaders would obtain as well as activate the participation of large audiences.

NGOs and civil society organizations are the fundamental basis of the sustainability and strength of movements as a result of the provision of organizational capacity on the part of the former ones. The use of resource mobilization and coalition building strategies leads to wider audiences being reached by the movements. These organizational strategies are critical to ensure the long-term success of social movements. The effective use of resources is ensured by the activist groups and NGOs that meet the operational needs of the movement.

The use of media and communication strategies is very significant in that it is the primary channel of a message of movement that raises the public's consciousness. The new and the old forms of media can be utilized for the swift dissemination of the information of movement to a large public. The media strategy makes a significant contribution to the public's knowledge of an event through the aforementioned media. Media professionals handle the stories of social movements, thereby stimulating public awareness as well as expanding the social impact of the movements.

Political actors are essential in the integration of social demands in the political processes. Lobbying and electoral campaigns also assist in the capacity of movement to influence the political arena. Political strategies are extremely vital for the passage of laws and reforms. By engaging in the decision-making processes, the political actors lend their support to social change by being involved in these social movements.

The focus of conflict management strategies is peaceful resolution of social demands. The use of negotiation and mediation processes ensures that conflicts are peacefully resolved. The expertise of conflict solution experts helps in the establishment of social cohesion and justice through the application of effective methods. Management of conflicts serves as a basic mechanism providing social movements with a peaceful and sustainable pathway to advancement.

In the future, digital innovations, global collaborations, and inclusive policies will determine the effectiveness of social movements and conflict management. Ongoing technological advancements will further change how social movements are organized. International mobilization will, therefore, require a global solidarity and co-operation effort. The future social movements will mostly require diversity and inclusiveness.

Therefore, social movements and conflict management will maintain their effectiveness as tools for social change. The strategies of impact agents will go along with the directions of technological innovations and the global dynamics. This process will see improved and peaceful solutions developed to meet the demands for justice, equality, and human rights. The future of social movements and conflict management is paramount for the successful creation of a more just and sustainable world.

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