

RESTORING HONOR THROUGH SHAME



5
Week / Quick Review

RESTORING HONOR THROUGH SHAME

TRANSFORMING HONOR & SHAME



1



2



3



4



5

The first video

HOW HONOR AND SHAME TRANSFORM CULTURES



5a

People have used
honor and shame
to bring about
“moral revolutions.”



The old Chinese practice of

foot binding



How ***honor and shame*** became tools
for improving health in India

GENTS



LADES



“TOTAL SANITATION CAMPAIGN”




NO TOILET



NO BRIDE

1.4 million toilets

The background is a composite image. On the left, there is a green-painted wall with a yellow sign that says 'TOILET' in bold, black letters. Below the sign is a green door. On the right, there is a close-up of hands being washed with white soap suds under a stream of water. The text is overlaid on a semi-transparent white rounded rectangle in the center.

Changing behaviors from
harmful to healthy can bring
more honor, not less.

The second video

STORIES THAT HONOR AND SHAME



5b

STORIES OF JESUS AND WOMEN



SURPRISING & SUBVERSIVE



Jackson Wu's example



CRAFTING SUBVERSIVE STORIES

1. **Identify the behaviors** that need to be challenged.
2. **Ask questions** that help you understand the hidden honor–shame dynamics.
3. **Any stories in your culture** that you could adapt for your purposes?
4. Who are the **main characters** to represent different people or perspectives?
5. Use **indirect communication**.

The third video

CHALLENGING THE HONOR OF AUTHORITIES



5c

CASE STUDY: THE ARAB SPRING / 2010–2011

**WOMEN
CHALLENGED THE
HONOR-SHAME
NORMS OF
THE CULTURE**



CASE STUDY: THE ARAB SPRING / 2010–2011

“POLITICAL MOTHERHOOD”

CASE STUDY: THE ARAB SPRING / 2010–2011

ASMAA MAHFOUZ

“HAVE SOME SHAME”

When shaming
unjust authorities,
we must do so
in an honorable way.

From Shirin Bahrami's video—

Building an **AUTHENTIC LIFE**
enables you not only to become
empowered women, but also to
become **influencers** and have a
social impact—wherever you are
in the world.

WEEK 5

THANK YOU

