



DEFINITION OF TERMS

ARTIST DISRUPTORS are artists who are rooted in community, who inspire action, and who are working at the intersection of art and social justice.

Artist Disruptors are able to powerfully manifest narratives into stories and visuals that speak directly to their audiences and communities. They help us question our assumptions, envision alternative futures, and inspire us to work toward the future we need.

CULTURE BEARERS are embodiments of narrative, connecting our past to our future. "They represent an embedded presence in place, community trust and mutual support." They are cultural stewards and help us understand traditional ways of knowing and creating as paths to community health and healing.

Culture bearers are artists and carriers of indigenous, ancestral and/or traditional knowledge who weave past, present, and future stewardship of land, culture, community, and spirit¹.

NARRATIVE: An array of related & connected stories and messages on a particular subject, issue, or problem. They suggest causes, problems and solutions. We interpret stories and messages through them. Narratives evoke emotion, offer analysis, and suggest action; they tell us how we should feel, think, and act. Narrative is the level at which society moves.

DEEP NARRATIVE: An underlying belief that transmits a value. Deep Narratives provide the logic for a worldview, and manifest as a "core belief" or "gut instinct" that guide people to determine whether something is right or wrong. Some people refer to them as mindsets, meta-narratives, or mental models.

NARRATIVE SYSTEM: A set of deep narratives that, taken together, create a worldview.

NARRATIVE STRATEGY: the praxis of using stories, messages, and narratives in a purposeful way to move people toward the narratives, deep narratives, and worldviews we want to advance

CULTURAL STRATEGY: A Cultural Strategy is a practice that leverages the catalytic and emotional power of culture and the arts to shift attitudes, behaviors, resources, narratives and power.

¹ ArtChangeUS report, *Weaving Forward: Culture Change Fund Culture Bearer Recommendations*. March 2022