

Racial segregation has been, reliably, a piece of American history. Racial elements have always been developed throughout the history of the country. Wherever there is racial disparity, there has been a dissident movement for equity. In recent times, the Black Lives Matter movement that has captured the consideration of the national media. The Black Lives Matter movement is frequently contrasted with the civil rights movement because of the similarities in the message, the strategies, and the impact.

The goal of the civil rights movement was to end racial isolation and oppression of African American individuals along with verification of government citizenship rights. Black Lives Matter (BLM) is a global advocacy group (including the United States), which begins in the group of African American people who cross the cruelty against African Americans. Both the Civil Rights Movement and the BLM have used various nonviolent techniques to be heard and impact the change. The two movements have used boycotts as a device to expose problems and promote their objectives.

The Montgomery bus boycott is a standout among the most prominent precedents in the history of the United States. After a civil rights pioneer, Rosa Parks was captured for refusing to obey segregation laws, the Montgomery Improvement Association resolved a citywide boycott. The boycott included 42,000 people, continued for 381 days and monetarily disabled the metropolitan transportation administration that led to the effective union of all transportation in the city. The BLM movement has perceived the power of boycotts and has composed its own part. In 2014, BLM joined Walmart workers to boycott Walmart purchases on Black Friday, resulting in an 11 percent loss in offers during that time period. The BLM also organized a similar boycott campaign, requiring organizations to dissociate themselves from the private jail industry, to take charge of a corporate race on an annual basis. Equity report and hiring of local residents to guarantee racial representation. The boycott has been evaluated to cause a loss of \$ 1.5 billion in deals that day.

There are many similarities and contrasts between Black Lives Matter and the Civil Rights Movement in terms of methodologies, political impact, and the reaction of the government and the media. The two movements have had comparable techniques, for example, marches, protests, and boycotts. In general, despite numerous distinctions, it is appropriate to contrast the Civil Rights

Movement with Black Lives Matter in light of the broad issue of racial disparity in its message and objectives.

### **Work Cited**

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