**Black Lives Matter Movement**

In the United States, the legacy of slavery and Jim Crow laws left a residual of institutional racism which has devalued the lives of African Americans for centuries. Black Lives Matter is a social rights movement embedded in the country’s cultural and individual experiences with an aim of fostering constructive protest to the continued dehumanization and devaluation of minority lives. Throughout the globe, the term "Black Lives Matter" acquired much greater meaning as it became the organizing and slogan of protests which swept the world following a number of police shootings involving unarmed African Americans. Social movements are intended, coordinated organizations that seek to accomplish a shared objective. These organizations try to reform, oppose reform or give the non-civil-deterrent (civilian rights movements) a political voice (Rickford). In 2016, President Barack Obama stated that BLM brought attention to the real problem – police brutality against African Americans. Therefore, the main goal for social movements is to cause positive social changes. Based on the above definition, BLM promotes the civil rights of African Americans because it seek to invoke police reforms against systemic racism that have led to the killing of unarmed African Americans.

Since Africa Americans set foot in the Americas during slavery trade, they have been fighting for human equality for centuries. On a positive note, African American have also seen gradual development over the course of the 20th century with the civil rights movement (Clayton). Today, Black Lives Matter aims at creating awareness and calling for reforms against police brutality. The Black Lives Matter movement struggles with many challenges faced by past movements calling for reforms. These challenges include the presence of stereotypes that often depict African Americans as criminals. However, the organizational and tactical setup of BLM is more akin to modern movements rather than those that happened in the 1960s. The basic focus is on the long-term effect of the campaign on the policies being demanded, which was often highlighted by Ms. Reynolds in the ‘60s and President Barack Obama in 2016.

Recently scholars have been concentrating on gaining information through comprehensive case studies and narrative studies of its internal processes and public success. In this emerging scientific literature on the BLM trend, three points of agreement have so far emerged. First of all, BLM activists are deliberately opposed to the political paradigm which animated the African American Civil Rights movement in the 1950s and 1960s. Second, BLM activists prefer to use gender-based, LGBTQ and ethnic identity constructs to explain their battling issues and the solutions they suggest by way of controversial policy (Harris). Lastly, various studies acknowledge that BLM advocates do not describe their goals since the sequential priorities of policy and that the repertories of claims they use to call attention to their causes are of intrinsic importance. Due to such developments, it is easier to classify BLM as a non-civil rights movements. However, a closer analysis show clear similarities between BLM and modern social movements such as Occupy Wall Street and protests that were predominant in North African in 2011. With respect to the classification of the BLM movement, this statement indicates that it is more intelligible by means of the current model of social movement that dominates mobilization of capital and democratic process theories. This is a very recent statement since academics from Social Revolution have often used white, middle class and radical causes that are expanding through political and cultural realms to pay attention to struggles surrounding economic and racial problems. Therefore, the emergence of the BLM movement has contributed to the need to re-test the central theories of the two paradigms against the actions of African American activists of current generations. This means that the general approach to invoke reforms has changed with recent generations.

The relevance of civil right movements is not overlooked by the emphasis and changes of the emerging social movements. For instance, most of modern movements urge their followers to execute destructive repertoires of contention by mass mobilizations as well as individual intervention. Additionally, the horizontal organizational structure encourages demonstrators to follow several confrontation repertoires in the same demonstrations (Harris). Therefore, since these movement lack a clear hierarchical organizational set up, there is no defined tactical approach to the course of the movement. It is also important to remember that part-time radicals drive the modern social movements. This means that the movements may not differentiate between involvement in violent demonstrations, pursuit of individual acts of rebellion and even utilizing the internet to pass their message.

The impact of discrimination within the United States have detrimental effects. Global changes within the modern society have refined the academic understanding of civil right movements. This means that although BLM may share the same goals with the Civil Right Movement in 1960, the tactics used to reinforce reforms may differ. Tactically, BLM is similar to modern movements. Additionally, the presence of horizontal organizational structure means that the movement may be different from the convectional understanding of civil right movements. However, a closer analysis of the modern civil right movements, they share similarities. Therefore, scholars should not expect modern movements, such as BLM to look and feel similar with the 20th century civil right movements as they often focused on rational and goal-oriented actions, respectability, and negotiation that often included politics. Today, civil right movements focus towards raising awareness through all possible channels. Social media is one of the most important channels used by modern movements to raise awareness on social issues.

**Works Cited**

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