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**The Impact of 1960s Social Protests on the American Society**

**Dissertation submitted in Partial Fulfillment of the Requirements for  
Master's Degree in Literature and Civilization**

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## **Dedication**

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We dedicate this work  
to our parents for their endless support,  
to our brothers and sisters, for guiding us along the way,  
to our friends for being there for us,  
and everyone who cheered on us.

Thank you.

## Acknowledgments

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First and foremost, Allah, the Almighty, is to be praised for providing the strength and patience required to perform this endeavor.

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Finally, we would like to thank the jury members for agreeing to discuss and evaluate our work.

## Abstract

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American history is full of social movements that either succeeded or failed in affecting the participants' and bystanders' lives and rights. Perhaps one of the most important periods regarding social protests is the sixties, which witnessed the birth of the Civil Rights movement, the Women Liberation Movement, the Anti-Vietnam War movement, the Gay movement, and the Environmental movement. These protests have inspired many minorities to fight for their rights, which impacted the American society on many levels. The aim of this study is to investigate the impact of these movements on the American society. We conduct the research in a qualitative fashion based on the descriptive and historical methods to investigate these movements' roots and, more importantly, their outcomes and effects on the studied society. Four impact categories are studied: cultural, political, economic, and social. This study reveals that after the movements, the lives of the concerned people have improved even though the progress has been slow. Nevertheless, there is still a considerable gap between the concerning minorities and the White American man.

Keywords: American society, impact, Social movements, the Sixties, ..

## List of Abbreviations and Acronyms

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<b>CORE</b>	Congress of Racial Equality
<b>KKK</b>	Ku Klux Klan
<b>LGBTQ+</b>	Lesbian, Gay, Bisexual, Transgender, Queer
<b>MIA</b>	Montgomery Improvement Association
<b>MLK</b>	Dr. Martin Luther King Jr.
<b>NAACP</b>	The National Association for the Advancement of Colored People
<b>NAAQS</b>	National Ambient Air Quality
<b>SCLC</b>	Christian Leadership Conference
<b>USA</b>	United States of America
<b>USSR</b>	Union of Soviet Socialist Republics

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# **General Introduction**

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## **1. Background of the Study**

The twentieth century was chock-full of world-altering events and challenges. The 1960s, on the other hand, were a particularly turbulent decade. The social and cultural challenges of the time made the decade remarkable in numerous ways, from large-scale demonstrations to tensions with the Union of Soviet Socialist Republics (USSR). Protests and social movements were one of the public's responses to these challenges. There is a constant record of similar incidents in the history of the United States (US). They are usually the result of a well-coordinated effort to advance the agenda of a specific class or group of people, i.e., bringing about positive social change.

The protest movements of the 1960s caught public attention and addressed critical national problems, fueled by a divided political atmosphere and a socially active young. These movements' followers questioned the existing quo in society and established traditions on how various individuals were treated. Why, for example, did black and white students go to different schools? Or why were women barred from certain occupations? People were encouraged to establish movements to oppose injustices and seek equal rights because of these inconsistencies. The civil rights movement was one of the earliest social movements of the 1960s era. This movement, which began in the 1960s and developed among black Americans in the south who endured racial discrimination and separation, gave birth to one of the most famous American social activists, Dr. Martin Luther King, and propelled him to national prominence.

Furthermore, it heavily influenced later movements for social change, like the student movement, which demanded that faculty and administrators stop all research and activities that contributed to the Vietnam war and paved the way for those who opposed the U.S. government's

war efforts. The American society was also where a great deal of the women's movement took part in the 1960s. For instance, many women activists led by icons like Betty Friedan started the Anti-gender Discrimination Provision.

The aforementioned movements and protests had lasting effects on rights, equality, and the construction of society itself. These effects are still perceived today in the U.S. and around the world.

## **2. Statement of the problem**

The 1960s were a decade of optimism, change, dissatisfaction, and social demonstrations, with numerous significant cultural transformations. As the United States attempted to preserve its status as a global powerhouse, its growing engagement in Vietnam sparked anti-war protests in the country. Although each protest had different demands, they have the same goal: creating equality in rights. After going through the causes of the 1960s' social movements, this proposed research aspires to investigate the impact of these protests on the American society.

## **3. Research Questions**

This study examines the reasons behind each movement with its influence on the American society. Thus, it attempts to answer a set of questions related to the social protest in the 1960s in American society. The following questions are the direct objectives of the study:

- a. What is meant by Social movements from the U.S.A perspective?
- b. What are the major social movements that happened in the United States in the 1960s?
- c. What is the impact of these movements on American society?

#### **4. Research Hypotheses**

Firstly, this research hypothesizes that social protests are born out of the frustrations and dissatisfactions of the people. Secondly, most of the 1960s' social movements target the American society's minorities under white supremacy. Finally, these social movements have had a slow but life-changing impact on the lives of the future generations of these minorities.

#### **5. Aims of the study**

Hence, this study aims to investigate the impact of social protest in the 1960s on the American society. Additionally, it provides a critical analysis of the reasons and consequences of the most influential protests and movements. It examines the changes that occurred in the American society after these numerous social protests.

#### **6. Research Methodology**

Since this research aims to investigate the impact of 1960s social protests on the American society, the historical and descriptive methods of the qualitative approach are used to collect data through different sources (books, articles, and educational websites) to confirm the previous hypotheses.

#### **7. Significance of the study**

The significance of the current study relies on the fact that it links the past and present of the United States of America from a relatively modern and neural perspective. Thus, this research relates to the effect of the old U.S.A during the social movements. This is possible through analyzing the causes and the consequences of that period on the American Community, either in terms of the economic, political, or social sides.

## **8. Structure of the dissertation**

This dissertation consists of three chapters. The first two chapters are theoretical, whereas the last one is practical. Chapter one gives an overview of social movements, whereas chapter two shows the major 1960s social movements that happened in U.S.A. The final chapter, which is the practical side of the dissertation, investigates the impact of those social movements on the American society from the 1960s to the present to see the difference these events made after they occurred.

## **CHAPTER ONE:**

### **An Overview of Social Protests**

# Chapter One

## Overview of Social Protests

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## **Introduction**

This chapter aims to provide an overview of social protests. It is organized into five main sections. First, it gives definitions to key terms. Next, it provides snippets of social movements throughout history. Then, it goes through the four types of social protests. Section 4 tackles the social movements' lifecycle from their emergence to their decline. Finally, section 5 outlines some of the social movements' theories, and the chapter ends with concluding remarks.

### **1.1. Definitions**

#### **1.1.1 Linguistical definitions and etymologies**

The word "social" is defined by Merriam Webster as “of or relating to human society, the interaction of the individual and the group, or the welfare of human beings as members of society” (Merriam, n.d.). Historically, the word social is derived from the Latin word *socius*, meaning companion (Javier, 2002). The term has since evolved to convey several meanings. First, it implies close association with other people in leisure activities (“The Origins and Meaning of the Word’ Social,” 2013), whereas the second, and arguably the more important interpretations concern living together in organized communities (humans-among-themselves) and convey a suggestion of communal responsibility, or even a social structure (Dolwick, 2009).

On the other hand, the word protest has evolved in the 14th-century to mean “avowal, pledge, solemn declaration” (*Protest | Origin and Meaning of Protest by Online Etymology Dictionary*, n.d.). It stemmed from the French *protester*, which in turn came from Latin *protestari*, meaning “declare publicly, testify, protest” (Skeat & Skeat, 1993, p. 500). The modern meaning of protest as “statement of disapproval” is recorded by 1751. However, by the late 19<sup>th</sup> century, it was

mostly restricted to indicate a solemn or formal declaration against some act or course of action (Cavanagh, 1899).

Thus, we can conclude that that protest is the Act of one saying or showing publicly that his or her objection, or disapproval, or dissent to something, often one is powerless to prevent or avoid.

### **1.1.2 Social Protests**

From the British reform movements to the French revolution, social movements evolved throughout history to the recent Black Lives Matter. They also varied depending on the culture, the demands they were making, and the opposition. Therefore, defining precisely what a social movement is may be difficult since it became more of an umbrella term than an exact concept. This arduous task did not deter specialists, however. In an effort for simplicity, they can be defined as the ways that people act together in pursuit of shared interests (Tilly, 1978). In a more detailed manner, on the other hand, Freeman and Johnson (1999) see social movements as somewhere between political organizations (parties, interest groups, association...) and masses and trends. Yet, they are neither since they are neither organized nor fleeting (Imhonopi et al., 2013). They can also be viewed as mass movements comprising alienated people for the current order of things or system or do not believe in its legitimacy. Therefore, they are ready to engage in destroying it (Kornhauser, 2008).

Accordingly, social protest tends to be conflictual relations with identified opponents (Imhonopi, Onifade & Urim, 2013). Furthermore, protesters are often connected through dense informal networks and share a common identity. (Porta & Diani, 2006).

## 1.2. Social Movements Through History

The history of social movements did not begin with the modern-era social movements of the 1960s. Throughout history, people came together to demand change from power holders. In Europe, social movements dated back to ancient Greece continued through medieval times with examples like the Peasants' Revolt in 1381. October 31<sup>st</sup>—known to the world as Halloween—is also reformation day. Martin Luther, a German Christian scholar, nailed his 95 theses on the Castle's church door at Wittenberg, Germany, on that day in 1517. In these theses, he criticized the church's practices and questioned the pop's authority, thus opening the door to his exit from the catholic church and the start of the Protestant reformation.

A demonstration known as the Boston Tea Party erupted on December 16th, 1773, in Griffin's Wharf in Boston, Massachusetts. This protest took place because the American colonists were angry at Britain for imposing ever-increasing taxes on the colonies over mundane day-to-day items. To show their frustration, 342 chests of tea imported by the British East India Company were thrown in Boston harbor by a group of men costumed as Native Americans.

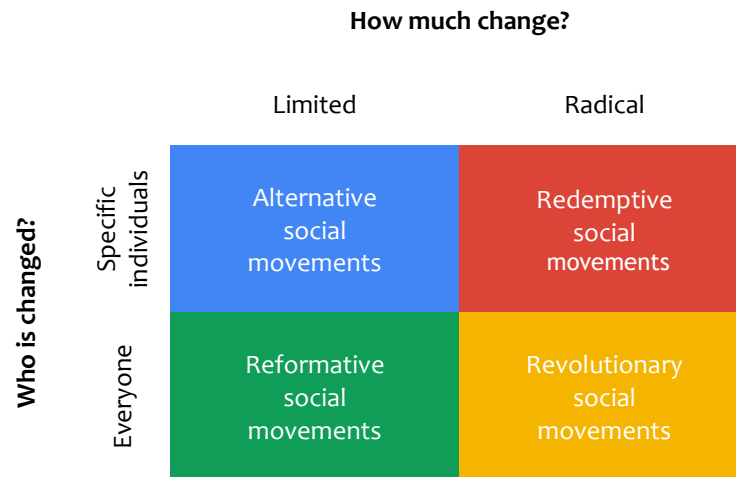
With the rise of the industrial revolution in 1812, machines started to replace workers, these victims of modernization—also called Luddites—pushed against these machines to save the skilled Craftsman. Additionally, there had been many restrictions about who can vote; only certain men could vote, but women or minorities could not. In 1913, women campaigned for their rights to vote in Britain. This movement is known as the suffragist movement.

The 1960s was a busy decade in U.S, as the American society and the world shifted into new ideals, and people fought for their rights, equality, and peace. Today, the media plays a

significant role in shaping and covering recent social movements from the 2011 Egyptian movement to the “I Cannot Breathe” and “Stop Asian Hate” movements.

### 1.3. Types of Social Protests

The American anthropologist David Aberle (1966) identified four types of social movements. He categorized them according to their targets (whom do the movements want to change?) and their level of change (how much change they want to inflict?). Figure 1 is a schematic classification of the four categories of social movements according to Aberle, who set the levels of change into Limited and Radical. In contrast, the targets are split into Everyone and specific individuals.



*Figure 0-1: David Aberle’s Four Types of Social Movements (Aberle, 1991, p. 329)*

#### 1.3.1. Reformative Social Movements

Reform is generally defined as to improve, mainly by changing a person’s behavior or the structure of something. This type of movement aims to changes certain aspects of society instead

of fundamental changes. It addresses everyone and seeks a limited change. An example of a reform movement is the recycling movement, where reform seeks people to sort their waste to not unnecessarily deplete natural resources (Lumen Learning, n.d.)

### **1.3.2. Revolutionary Social Movements**

In this type of movement, protesters are deeply dissatisfied with the social order and advocate for radical changes to bring a new way of living. Most of the changes this movement seeks are political in nature. Thus, more often than not, they are referred to as political movements. An example of this type of movement would be the civil rights movement. The protesters were dissatisfied with the segregation of people by color and wanted to bring equal rights (Lumen Learning, n.d.)

### **1.3.3. Alternative Social Movements**

An Alternative social movement addresses specific individuals; that is why the amount of change is limited. It seeks to change particular behavior in a group of individuals. For instance, the Mothers Against Drunk Driving Movement (MADD) is social movement of opposing drunk driving behavior (Lumen Learning, n.d.)

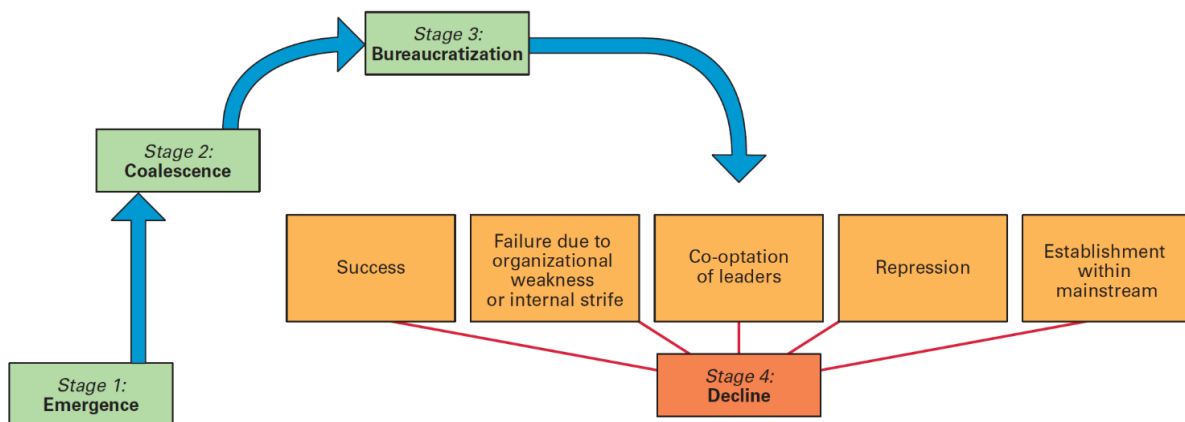
### **1.3.4. Redemptive Social Movements**

A redemptive social movement addresses a selective part of the population like the alternative movements but seeks personal transformation and radical change. Religious movements are an example of this type of movement.

## 1.4. Stages of Social Protests

The life cycle of a social movement has been thoroughly studied by the American sociologist Herbert George Blumer (1900-1987), who described it in four main stages: Social ferment, Popular excitement, Formalization, institutionalization (Blumer, 1971). Scholars later renamed the stages, and they are now known as Emergence, Coalescence, Bureaucratization, and Decline (Christiansen, 2009). A social protest may decline for several reasons, and scholars have identified five recurring reasons for the decline of movements: success, organization failure, co-optation, repression, and failure (Macionis, 2016).

Figure 0-2 shows the life cycle of a social movement along with the main reasons identified for their decline.



*Figure 0-2: The Lifecycle of Social Movements Diagram (Macionis, 2016, p. 611).*

### 1.4.1. Emergence

Emergence, or as named by Blumer, the “social ferment stage” is the first stage of the social protest lifecycle. Social movements are ignited and fueled by the perception that some things are

wrong (injustices, inefficiencies, insecurity...). Furthermore, some social protests are the result of widespread dissatisfaction (Macionis, 2016). In other words, a social movement emerges because people are discontent with the existing social order. It starts with people sharing their disgruntlement and taking notice of a situation that they consider a problem. This stage is marked by an unorganized and unfocused agitation, where the propaganda agitators occupy the center (Porta & Diani, 2006). These agitators are the ones who actively sensitize people to the issues at hand and help further drive people's dissatisfaction with them (Christiansen, 2009). In summary, people are enlightened about the problem, but they are unorganized regarding their strategy. That is when leaders emerge to offer solutions.

#### **1.4.2. Coalescence**

Coalesce refers to joining forces or uniting for a common end. In this stage, people start to organize themselves into groups and raise a general stand because the causes of their discontent and objectives are clear. To survive, after it emerges, a social movement must define itself and adopt a strategy before heading for public adoption; leaders must establish policies, decide on methods to be deployed, boost morale, and recruit new members (Macionis, 2016).

At this stage, its actions command broad participation, and its policies gain influence, and it develops a sense of coherence in terms of membership, goals, and ideals.

#### **1.4.3. Bureaucratization**

The bureaucratization—or the formalization—is the third stage of the social movement's lifecycle. In this stage, a social movement becomes a political force and thus has more access to political elites. Accordingly, the movement establishes a formal organization. Doing so makes it

possible to achieve disciplined involvement and coordination of strategies for attaining the movement's goals (Porta & Diani, 2006). Additionally, during this process, movements reach the peak of their strength and influence and become firmly founded. They focus on fund-raising and also lobby and pass laws on the issues for which they were created.

Some movements fail to bureaucratize and disappear because it is difficult to maintain the excitement, and it becomes hard to recruit more participants.

#### **1.4.4. Decline**

The decline of a movement is the last stage of its lifecycle. However, it does not necessarily mean that the movement has failed. The decay may occur for any of the reasons described in

Figure 0-2. Firstly, some social movements decline because they were successful; they achieved the wanted goal, so they decline because there is no reason to continue. An example of a successful movement is the women's suffrage movement, a national organization that achieved its goal: the right for women to vote. After which, it declined. Secondly, a movement may decline because of organizational failures. Poor leadership, losing interest because of routine, and lack of funds are examples of organization failures.

The third reason is co-optation, in which a movement fails due to the leaders getting associated with authorities and may get attracted by money and power offers for personal gains,

The fourth reason is repression. It means that the authorities will use measures to control or destroy a movement. They declare that a movement is dangerous to the public to frighten away participants and imprison the movement's leaders, and some may get killed. The more successful a movement is, the more the authorities will try to repress it. The last reason for a movement's

decline is failure. It declines because it failed to reach its goal, gain public attention and participants.

## **1.5. Social Movements Theories**

In an extensive study, Sen and Avci (2016) summarized the reasons that push social movements to life in five theories, starting with deprivation theory.

### **1.5.1. Deprivation Theory**

Social movements emerge among people who feel deprived of essential things in society, so they organize movements to take back those things (Merton, 1968). The Civil Rights movement constitutes a good example of such movement, where black people organized protests to gain equal rights with white people. However, for a social movement to be born, it needs other factors, not just deprivation, because in some cases, deprivation fails to ignite a social movement (Sen & Avci, 2016).

### **1.5.2. Resource Mobilization Theory**

According to this theory, a social protest arises when people are dissatisfied with certain conditions in society, it also invokes the importance of the availability of suitable resources, such as money, social status, and knowledge, to alleviate the grievances of people that led them to protest (Sen & Avci, 2016).

### **1.5.3. Political Process Theory**

This theory treats social movements as a type of political movements; it studies the protests in question against the government's power. If a government is weak and more tolerant to collective

behaviors, the opposing movement might have the chance to grow and succeed. However, if the government is strong, the movement will have fewer chances of succeeding (Sen & Avci, 2016).

#### **1.5.4. New Social Movements Theory**

The new social movements emerged during the 1960s. They mainly focus on social, cultural, and political changes in contrast to the old workers' movements. In addition, these movements mainly focus on issues related to human rights, such as the gay, the feminist, and the civil rights movement (LibreTexts, 2018).

#### **1.5.5. Structural Strain Theory**

According to this theory, social movements occur due to many social conditions. One of the conditions is structural strain, which refers to the problems in society that cause people to be frustrated and start protesting. Then, people's explanations for why these conditions are terrible and ideas to improve them are referred to as generalized beliefs. Precipitating forces, or events that occur suddenly, can also spark societal unrest. For example, the death of George Floyd by police brutality ignited the Black Lives Matter protests (LibreTexts, 2016).

### **Conclusion**

Throughout human history, social movements were people's go-to tools to be heard. They are an essential vehicle to create social and political change by demanding justice and pushing authorities to break the social status quo when all other political methods fail. They have utilized various tactics, including protests, strikes, and even violence, to effect massive social change by influencing cultural norms, public opinion, and government policy. The participants as social actors have assembled to change all they saw as "not well" from social problems like segregation

and equality to political nature such as wars and freedom to environmental ones like it is the case for pollution and global warming.

## **CHAPTER TWO**

# **The 1960s' Social Movements in the United States of America**

## **Chapter Two**

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## **Introduction**

The 1960s were one of the most eventful and divisive decades in the United States' history. It is considered to be the turning point for the rebirth of new America. This refers to a series of social protests that made that period the most contentious decades in living memory. Since many people broke the chains of silence and no longer accepted being powerless, their efforts helped expand the meaning of the American promise and demonstrate a realistic, more fragmented American society. Therefore, activist citizens attempted to reform the latter into a more equitable society.

This chapter goes through the significant 1960s movements that targeted human rights and inspired many generations to come. It focuses on five social protests: Civil Rights, Women Liberation, Anti-Vietnam War, Environmental, and Gay movements.

### **2.1. Civil Rights Movement**

The Civil Rights Movement is the most well-known movement in American history. It began in the 1950s and grew significantly in the 1960s. It started among African Americans in the south who had long struggled for social, political, and economic equality. Slavery should be studied to understand this movement.

#### **2.1.1. Historical context**

Slavery existed in the American colonies before the formation of the United States. It all began with the Atlantic slave trade, which brought over 10 million Africans to U.S.A forcibly. (Martin Luther King, 2002). The crops grown in the American colonies were labor-intensive, and there were not enough settlers to cultivate the land, which is why slaves were needed. This trade

was devastating to the African continent, from depopulation to economic deterioration. Even when the slave trade was finally outlawed in the Americas and Europe at the beginning of the 19<sup>th</sup> century, the kingdoms of Africa collapsed, which left them open to conquest and colonization.

The practice of slavery and the impossibility for slaves and their future descendants to attain equal status in society were justified by their owners being inferior beings and destined to be slaves (Hazard, 2014).

By 1860, there were almost four million enslaved people in the USA. They were situated in the south part of the country because the north was growing as an industrial power, while the south was primarily agricultural. Slaves were treated as properties, not humans; they were bought, sold, and exchanged for other things. Men were exploited with hard labor, and women were subjected to sexual harassment and rape by white men, and no authority nor law protected them. The enslaved people tried their best to resist the life they were living. Finally, in 1863, the slaves achieved freedom when The Emancipation Proclamation, signed by President Abraham Lincoln, declared all southern slaves free. However, even with achieving their release, the blacks were still treated as inferior by the whites. They still suffered from racial segregation and denial of opportunities because of Jim Crow Laws, which are segregation laws that presented a codified system of racial segregation that impacted nearly every area of their everyday life, from schools, parks, cinemas, buses, restaurants, and even drinking fountains. “Whites Only” and “Colored” signs were constant reminders of the enforced racial order (*Jim Crow Laws | American Experience | PBS*, n.d.). African Americans had endured all types of segregation and injustice for many years. Still, they had enough of the way they were living and wanted their rights to be

respected and live equal to the whites, so they made a movement that is still known to this day as the United States' most famous and inspiring movement, which is the Civil Rights movement.

### **2.1.2. Birth of the movement**

Many events sparked the Civil Rights Movement. One of them was the killing of the fourteen-year-old boy Emmett Till in Mississippi in 1955. He was killed and thrown in a river by Ron Bryant and his stepbrother J. W. Milam for flirting and whistling at Ron's wife, Carolyn Bryant. His body was discovered three days after the kidnapping when his corpse surfaced through the water. Till's mother, Mamie Till Mobley, insisted on an open casket public funeral so the world can see what has become of her son's body (Tyson, 2017). After his funeral, protesters flooded the streets demanding justice for Till. However, an all-white jury deemed that Bryant and Milam were not guilty.

Another major event that propelled the Civil Rights Movement was the arrest of Rosa Parks. Martin Luther King J.R. (MLK) said, "Her character was impeccable, and her dedication deep rooted. All these traits together made her one of the most respectable people in the Negro community." (King, 2002, p. 31). In early December 1955, it began when Parks was seated on the front seat of a bus in Montgomery, Alabama, in the colored section. The driver urged her to give up her seat to the white individuals who were standing nearby, but she did not get up because "[...] she was tired of giving in to the white people" (Parks & Haskins, 1999, p. 10). She was later arrested for her defiance and charged with violation of segregation. Her arrest mobilized the city's black community later, and they started the boycotts against the Montgomery buses. Following that, black community leaders assembled to discuss the boycott, and the Montgomery Improvement Association (MIA) was established that evening, with Martin Luther King Jr.

elected as its president. Parks & Haskins (1999) stated that the reason for choosing him as president was that “he was so new to Montgomery and to civil rights work that he hadn’t been there long enough to make any strong friends or enemies” (p. 16). The Congress of Racial Equality (CORE) was created in Chicago in 1942 by an interracial group of students inspired by Mahatma Gandhi's nonviolent and civil disobedience protest techniques (History.com Editors, n.d.). It collaborated with King and MIA to integrate Chicago eateries and businesses via sit-ins and other peaceful direct actions. The nonviolent measures they employed to combat segregation drew international notice.

CORE and MIA launched “Freedom Rides,” which went into the Jim Crow South, where black people faced segregation. Even though the rides were peaceful, they have met violence, including beating and even bombing in Alabama by the Ku Klux Klan (KKK) and other hate groups. However, that did not stop the black people from protesting, and the accident drew international attention to the cause, and hundreds of participants joined the Freedom Rides. Eventually, the International Criminal Court (ICC) desegregated the buses proving that Freedom Rides were successful.



*Figure 2-1: Freedom Riders' burning Bus in Alabama (Getty Images, n.d.)*

On behalf of four women, Mary Louise Smith, Claudette Colvin, Aurelia Browder, and Susie McDonald, civil rights attorneys Fred Gray and Charles Langford filed *Browder v. Gayle*. These women refused to give their seats in the buses and were arrested, just like Rosa Parks. A three-judge panel of the United States District Court heard the case. The court ruled that bus segregation regulations were unconstitutional, citing *Brown v. Board of Education* as a precedent for challenging the US Supreme Court's 1896 "separate but equal" doctrine. The MIA announced that the boycott would continue until the verdict was implemented. On December 20th, 1956, Martin Luther King Jr. announced the end of the Montgomery Bus Boycott by saying, "The year-old protest against city buses is officially called off, and the Negro citizens of Montgomery are urged to return to the buses tomorrow morning on a non-segregated basis" (King, 2002, p. 162).

After the end of the Montgomery Bus Boycotts came the Little Rock Crisis in 1957. With the end of segregation in schools, nine black students were the first African American students to enter an integrated school, and they became known as the "Little Rock Nine." However, every

time the students attempt to enter the school, they were met by an angry mob who refused to let them in. Fearing for their safety, The mayor of Little Rock requested National Guard security. President Dwight D. Eisenhower dispatched U.S. Army troops to escort the kids in and out of school. They managed to attend their classes but were harassed and jeered every day by white students. On the other hand, Little Black Nine mastered the courage to attend high school every day, and Earnest Green became the first African American to graduate from Central High School in 1958. (Bunch, 2017).

The Black students' movement was a movement by black university students who would enter restaurants and wait to be served like white people mostly got arrested. Still, eventually, after months, the restaurants started serving black people. Then, when Martin Luther King Jr. visited Alabama, the media showed the reality of the Jim Crow South, as police attacked the peaceful marched people with dogs and water cannons. The scenes horrified the viewers, and hundreds joined the cause, and it led John F. Kennedy to endorse the movement's goals.

In 1963, the United States of America saw the greatest public demonstration in the country's history, which was the March in Washington DC, where King gave his famous speech, "I Have a Dream," in which he said,

I say to you today, my friends, so even though we face the difficulties of today and tomorrow, I still have a dream. It is a dream deeply rooted in the American dream [...]. I have a dream that my four little children will one day live in a nation where they will not be judged by the color of their skin but by the content of their character. I have a dream that...one day right there in Alabama, little Black boys and Black girls will be able to join hands with little

white boys and white girls as sisters and brothers (King & Nelson, 2012, p. 6, 9, 11)

King and the other organizers demanded a civil rights law and financial assistance for the poor, as well as public works, a higher minimum wage, and an end to workplace discrimination. The civil rights demonstrations of 1963 prompted John F. Kennedy to become more active in his support for civil rights, and the Civil Rights Act of 1964 was enacted as a result. However, the blacks were still not treated as equals to the whites, so the movement leaders pushed for more rights. Furthermore, King launched a voting rights march in Selma, Alabama, in 1965. Thanks to the footage aired on television, the public sympathized with the protesters, and the Voting Rights Act was passed in 1965 (History.com Editors, 2021).

Nevertheless, there was still a big gap between the lifestyles of the blacks and the whites, and there was discrimination in education, housing, and the criminal justice system. So many protesters saw that the peaceful tactics were not working, which explains the shift to black power, which Malcolm X led; even old civil rights organizations like CORE abandoned and started to call for black power after 1965. The civil rights movement shifted from non-violent to armed protest, which led to many white people turning away from the movement and the struggle for African American freedom. Martin Luther King Jr. organized the Poor Peoples' Marches in 1968 with the Southern Christian Leadership Conference (SCLC) to bring justice to the poor. In March that year, King was invited to Tennessee to support the sanitation workers strike, when unfortunately he was assassinated on April 4, and riots broke out all over the country. Some historians connect speculate the ending of the Civil Rights movement with King's death; however, black people still protested and advocated for racial equality. Many Americans'

attention had switched to the anti-war movement by the end of the 1960s (Timeline of the American Civil Rights Movement, n.d.)

## **2.2.The Anti-Vietnam War movement**

### **2.2.1. Historical context**

The U.S. involvement with Vietnam does not have a fixed point, but it was a gradual process. Vietnam was divided into a communist north under Ho Chi Minh and the South under the rule of Ngo Dinh Diem. A civil war erupted in Vietnam as Minh wanted to unite the North and the South under his leadership. However, The American government saw the situation in Vietnam in terms of the Domino Theory, which states that if South Vietnam falls in the hands of the communist North, communism will spread to the neighboring counties. Furthermore, President Lyndon Johnson believed that south Vietnam could fight back with the help of the United States, so he sent troops to make sure that communism would not spread to the South. However, the peasants in the South were not very welcoming to the American forces, as in 1962, they were taken from their villages to strategic hamlets surrounded by wire and controlled by the U.S. military forces to prevent northern soldiers from hiding in the southern villages (BBC Bitesize, n.d.).

### **2.2.2. Birth of the movement**

The anti-war movement began in 1964 as a small protest among small intellectual and peace activists on college campuses. In the same year, North Vietnamese torpedo boats attacked US ships in the Gulf of Tonkin, providing the US government with the excuse it needed to go to war with North Vietnam as President Johnson ordered a retaliation. As the war escalated in 1965, the Anti-Vietnam War movement intensified. The Draft System forced men to go to war; that is why

the main opposition to the war came from the students as it affected them the most (Reasons for Involvement in Vietnam, n.d.). The average age of U.S. soldiers stationed in Vietnam was 19 years old, not old enough to vote nor drink. Attending universities meant avoiding drafting, but boys from low-income families who could not afford college were forced to enlist, so they chose to run to Canada or fake injuries and illnesses. The Vietnamese war was the first war aired on television, exposing horrors to the viewers; people could see what was happening in Vietnam. People were horrified as images of the war were displayed to them. The extreme casualty rate of both sides shocked the public and caused public rage as the draft system was set up to send more men to the war. After finding out that the south government was led by the corrupt leader Diem, people started to question why the American government was helping such a government and defending people who did not welcome the U.S. troops and wanted the North to take over the South. This made people turn their backs against the war, and no matter what the differences are, or backgrounds they came from, everyone joined hands and protested against the war in Vietnam (BBC Bitesize, n.d.).

In 1967, thousands of people marched in protest all over the country. The civil rights leader Martin Luther King Jr. publicly expressed his opposition to the war, citing the fact that the troops in Vietnam included a large number of African Americans, who were also assigned the worst postings and tasks. (History.com Editors, 2010). The Peace Movements opposed the Vietnam War on moral and economic grounds. Activists argued that the North Vietnamese were fighting against a foreign aggressor that brought troops to their land, and the foreign aggressor was the USA. Moreover, they protested against the environmental destruction that happened from 1961 to 1971, as U.S. troops sprayed Agent Orange, a powerful herbicide, to expose enemies. However, it resulted in destroying the jungle, killing animals, and causing injuries to civilians. They also

argued that the government should have built social programs in U.S.A that benefit the people instead of investing billions of dollars in the war. On January 30th, 1968, during the Vietnamese new year festival Tet, North Vietnamese and communist Viet Cong launched series of surprise attacks on the South while many of the southern troops were on holiday. The attack became known as the Tet offensive; it is considered the turning point to the conflict as it seems the relationship between the South and the United States took a bad turn. The attack heightened the opposition to the war in U.S.A, and it is one of the reasons for President Lyndon Johnson's decision not to run for re-election. On March 16th, 1968, during a four-hour operation in Son My, a small southern Vietnamese village, American soldiers killed approximately 504 unarmed civilians. (Raviv & Santos, 2018). In 1969, when Richard Nixon became president, he promised to work on strategies to end the war; his goal was to reduce the U.S. involvement in the war by passing more responsibilities to south Vietnam and withdrawing the U.S. troops. He also ended the drafting system and put in place volunteer-only requirements. On November 15<sup>th</sup>, as many as half-million protesters marched peacefully in Washington, making it the largest antiwar protest in the United States history (The Learning Network, 2011).

Six months later, on May 4th, 1970, there was a conflict between the protesters and the Ohio National Guards at Kent State University. The guards used tear gas to disperse the crowd, and when it did not work, they advanced and opened fire, injuring nine and killing four protesters. The incident destroyed President Nixon's administration, and he eventually resigned. The protests continued until the Vietnamese war ended in 1975 when Vet Cong captured Saigon, the capital of South Vietnam (Kaur, 2020).

## **2.3.The Women’s Movement**

### **2.3.1. Historical context**

“A woman’s place is at home, and she should be in the kitchen.” For years, women have been fighting to fix the misconception that a woman’s role in society is to take care of her home and be an obedient housewife. Influenced by the Civil Rights movement, women took a fighting stance to secure a more vital role in American society. They fought for equality with men in the workplace as well as being treated fairly in society. Historians divided feminism into three waves: the first from the late 1800s to the early 1900s, the second from the 1960s to the 1980s, and the third from the early 1990s. The Women's suffrage, headed by Susan B. Anthony and Elizabeth Cady Stanton, was the first wave of feminism, which began in 1919. The movement focused on increasing legal opportunities for women focusing on suffrage and organized campaigns for the right to vote across the country.

The convention in Seneca Falls, New York, focused on women's rights and is regarded as the start of the feminist movement. The 15th Amendment, which gave black males the right to vote but not women, was opposed by Stanton and Anthony. As a result, they founded the National Woman's Suffrage Association in the hopes of passing a women's suffrage amendment, and those who voted in favor of the amendment founded the American Women's Suffrage Association. Following the failure of Anthony's proposed Amendment in Congress, the two suffrage organizations joined to form the National American Women's Suffrage Association (NWSA). The association used parades and rallies to gather attention to the cause; however, Alice Paul and Lucy Burns were dissatisfied with these tactics, so they created what was later called the National Women’s Party (NWP) and used militant tactics, and many of its members were arrested because

of their behaviors. In the following years, many States started to expand the vote for women, and in 1920, the 19<sup>th</sup> Amendment was approved, and women finally got their right to vote thanks to the efforts of NAWSA and NWP (Ware, 2021)

### **2.3.2. Birth of the movement**

Even after gaining the right to vote, women still were expectant to follow one path: get married, have children, and devote their lives to homemaking with the harsh ideals and housewife standards for women in the 50s and 60s. The start of second-wave feminism is usually attributed to the publication of *The Feminine Mystique* in early 1963 by Betty Friedan. She exposed the unhappiness of suburban educated women towards their roles as housewives. She said, “I’m desperate. I begin to feel I have no personality. I’m a server of food and a putter-on of pants and a bedmaker, somebody who can be called on when you want something. But who am I?” (Friedan, 2010, p. 17). She showed that women needed more than children and husbands to be fulfilled and brought awareness to the oppressions women were facing. In 1966, Friedan, with other feminists, launched the National Organization for Women (NOW). The organization worked on various women’s issues from education, employment, and other problems. NOW protested using marches, sit-ins, and rallies; it even protested the Miss America Pageant in 1998 for the set of beauty ideals represented in it and how it objectified women. Thanks to the movement, women overcame the harsh societal standards, but there were still extreme limitations in finding jobs and bringing in a steady income. 38% of American women had limited job opportunities and faced societal discrimination if they chose to enter the workforce. They were often subjected to sexual discrimination, and even with the Equal Payment Act, their payment wage was minimal (Shulman & Moore, 2021).

In 1965, the Supreme Court ruled in *Griswold v. Connecticut* that approved the birth control pills that freed women from pregnancy and childbearing restrictions because being pregnant and having a baby can make it difficult to hold down a job. In addition, it allowed women to take charge of their bodies. This case helped paved the way for the *Roe v. Wade* case in the seventies after feminists spoke against the restrictions on abortion (Napikoski, 2019).

Second-wave feminism did not target only middle-class women but also helped poor women and minority women of all races. It helped progress the fairness and equality between men and women, but it did not achieve all of its goals, which sparked the third wave of feminism in the early 1990s.

## **2.4.The Environmental Movement**

The environmental movement was born to make people aware of the poisons that people put in the air, ground, and water. The movement's initial goal was to educate people about the dangers they were inflicting on the environment.

### **2.4.1. Birth of the movement**

In 1962, Rachel Carson published her blockbuster book *Silent Spring* that still sold millions of copies. It is considered as the beginning of the environmental movement. Carson's critical analysis of the overuse of pesticides opened the eyes to many citizens of the harm of pesticides on both local ecosystems and their own health. For example, she found that between 1950 and 1962, the amount of a pesticide called DDT found in human tissue nearly tripled, causing major health problems. Many writers followed Carson and wrote books warning people of future ecological disasters. By the end of the sixties, most Americans owned cars, which was linked to

the rise of smoke fogs across the country. The first Earth Day was on Apr. 22, 1970, almost 20 million participants flooded the streets to raise awareness about the dangers threatening the environment. Participants employed teach-ins at schools and universities, as well as rallies, inspired by the Civil Rights and Anti-Vietnam War movements. That day has led to the establishment of the Environmental Protection Agency and the Natural Resources Defense Council (NRDC) and helped pass many Acts like Clean Water and Clean Air Acts. The movement lasted till the nineties and most of the Americans called themselves environmentalists. After 20 years, more than 140 countries celebrated the anniversary of Earth Day for what changes and improvements it brought to the environment (PBS, 2017).

## **2.5. The Gay movement**

### **2.5.1. Historical context**

History's first-ever known gay rights demonstration was on August 31<sup>st</sup>, 1512, in Florence by young aristocrats who stormed into the City Hall demanding the council to revoke the sentences on all those gays who have been exiled (Varnell, 1998). In the fifties and the sixties, homosexuality was illegal in all the states except for Illinois. Being gay meant being forsaken by their families, harassed and ridiculed, subjected to violence and discrimination, and forced hospitalization as some people treated it as a disease; even The American Psychological Association (APA) declared homosexuality as a mental disorder; it was also difficult for them to find proper jobs (Dowd, 2021). Rejected by others, gays made their own society and culture, and they became each other's family. That is why gay bars were considered safe havens for gays and lesbians, where they can be themselves without being judged or harassed.

### **2.5.2. Birth of the movement**

In New York City, the Stonewall Inn was a famous gay pub. On the night of June 28th, 1969, nine police officers entered the pub and began harassing customers, dragging them out to be detained and demanding that transvestites accompany them to the station to have their gender checked. Due to all the ruckus, a large number of people gathered in front of the bar (Tasnim, 2020). The customers had had enough and resisted; they no longer wanted to endure the discrimination associated with their sexual and gender orientation. The resistance turned into a riot outside the bar and threw bricks at the officers and screamed “gay power”; the officers were pushed to seek refuge in the Inn from the angry crowd, only for the rioters to set the bar on fire. The officers managed to get out of the burning bar after reinforcements came. The rioters’ numbers grew into thousands thanks to the crowd that gathered in front of the bar, and the riots continued for days, but even though they used violence, they helped draw attention to the injustice and unfair treatment towards the gay community (History.com Editors, 2021). One of the movement leaders was a black transgender woman named Marsha P. Johnson. She was credited for putting the “T” in LGBTQ+ that stands for transgender.

The Stonewall riots were considered the beginning of the modern Gay liberation movements, and it sparked the formation of the Gay Liberation Front, the first group to public advocate for gay rights; they also organized the first-ever Gay Parade on the first anniversary of the Stonewall Riots. In the early eighties, the Aids epidemic hit the world. People connected it to the gays and called it the gays’ disease. In fact, AIDS was called GRID which meant Gay-Related Immune Deficiency. The Gay community fought this idea by organizing themselves and making organizations such as Act up, the Names Project, and the Gay Men’s Health Crisis. Their goal was to come out and embrace their sexuality and to be seen for who they are. These movements

have inspired the gays today to raise their rainbow flag proudly and demand their rights (Morris, 2009).

## **Conclusion**

In the United States of America, social protests have mobilized participants, often taking great risks, to engage in movements that helped bring crucial social change. Especially The 1960s, which became one of the most tumultuous decades in American history because the decade experienced a mass influx of protests by many from the country's generations supporting political and social changes.

The 1960s saw the emergence of social movements around civil rights, opposition to the Vietnam War, the student movement, environmentalism, and the first stirrings of gay rights. These protests helped in creating social change and will help eliminate systemic racial inequality in the United States. However, some lessons and similarities can be drawn from the protests in the 1960s.

## **CHAPTER THREE**

### **The Impact of 1960s' Social Protests on the American Society.**

## Chapter Three

### The Impact of 1960s' Social Protests on the American Society

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## **Introduction**

This final chapter investigates the impact of the movements mentioned in the previous chapter on American society. The major social protests tackled in the previous chapter are the Civil Rights movement, Women Liberation Movement, the Gay Rights movement, the Anti-Vietnam War movement, and the Environmental Movement. So, this chapter analyzes those movements' social, economic, cultural, and social impact on the American society from the sixties to the present.

### **3.1.Cultural impact**

#### **3.1.1. The Civil Rights movement**

As the Civil Rights Movement progressed in the sixties, black activists started wearing suits and colorful dresses to combat damaging racial stereotypes. They did not want the whites to disrespect them and treat them as second-class citizens. Later, African Americans went back to their roots as they started wearing Dashiki and Kente and embraced their natural Afros hairstyle that showed that they are conscious of who they are and of their origin. One of the iconic figures of the movement, Angela Davis, wore her Afro hair, and it was seen as an act of rebellion and freedom. Stokely Carmichael, who advocated for Black Power, used his 'balled fist' to show Black power. The fist scared White people as they thought Blacks were going to attack them; the balled fist is still used to this day to show Black power. The Anti-Vietnam War movement showed how Blacks and Whites came together to oppose the war, and the white people used non-violent tactics that they learned from the civil rights movement.

Within the first year of television, people of color always played the same roles, either slaves or comic relief roles. Hattie McDaniel became the first Black woman to win an Oscar for her supporting role as a servant in the 1939 hit movie *"Gone with the Wind"* (Fleming, Cukor, & Wood, 1940). There was one all-Black cast show in the sixties, but as the Civil Rights movement progressed, people started to demand more roles for people of color other than slaves. By the seventies, African Americans had more prominent roles in television, and by the 1980s, they became a regular part of television programs. Examples for African American series are *"Julia"* (1968-71) portrayed the life of a strong professional middle-class African- American woman who was her young son alone (Julia, 1968). The actress who played Julia, Diahann Carroll, became the first African American woman to receive an Emmy nomination in 1969.

Another example is *"The Cosby Show"* (1984-92) (The Cosby Show, 1984). It was the biggest T.V. hit of the 80s, giving viewers a look at African American family life. *The Jeffersons* (1975-85) became the longest-running T.V. series that featured an almost all-black cast and the first to feature an interracial couple (The Jeffersons, 1975). *"Soul Train"* (1971-2006) became the longest-running Black TV show that invited African American stars, and it taught the nation how to dance (Soul Train, 1971). Other series like *"Star Trek"* depicted a future in which people of every background worked together (Star Trek, 1966). Like the legendary Norman Lear, many producers and directors fought to make more shows with diverse casts on air, and they broke through barriers to make television better. Those courageous pioneers inspired many artists today, and many Black artists rose to fame, for example, Will Smith, Eddie Murphy, Denzel Washington, Morgan Freeman, Octavia Spencer, and many others who excelled in captivating viewers worldwide.

The impact of the Civil Rights movement was not just in T.V. but also in music as more African American artists entered the music industry. Black music was referred to as soul music, and by the forties emerged a new music genre among African Americans called Rhythm and Blues (R&B). In 1969 the Grammys added it as a category giving recognition to the African American music. One of the famous R&B singers is James Brown; he released his hit song “*Say it loud, I’m Black and I’m proud*” in 1968, which became an anthem to many movements. Other famous singers are Sam Cook’s “*A Change is Gonna Come*,” James Brown’s “*I Feel Good*” (1965), Ray Charles’s “*Hit the Road Jack*” (1961), Marvin Gaye’s “*I Heard Through the Grapevine*” (1968), Aretha Franklin’s “*Respect*” (1967), and many others. Many of these artists and more had used R&B to support and strengthen the Civil Rights movement, and By the late seventies, a new genre of music emerged called ‘Hip Hop.’ It emerged in block parties in the Bronx, one of the poorest cities in New York City among African Americans and Latin Americans. Hip Hop includes DJing, MCing, rapping, break dancing, b-boying, and graffiti arts. This genre captured the youth as it was fresh and reflected the problems of society. The famous pioneers of Hip Hop known as the “Holy Trinity” are DJ Kool Herc, Afrika Bambaataa, Grandmaster Flash. Herc and his sister hosted “Back to School Jam,” a recognized party for launching the Hip Hop movement. Many record labels invested much money in the movement as they recognized it as an emerging trend, and it contributed to producing a huge number of famous artists that still inspire others today. It also affected fashion as Clothing, accessories, and haircuts became a method of expression with the rise of hip hop fashion. By the late 1990s, Hip Hop had become the most popular music genre, with diverse styles such as West Coast Hip Hop, Gangster Rap, Southern Rap, and other genres emerging, as well as a new generation of musicians such as Snoop Dogg, Tupac Shakur, Dr. Dre, and Jay-Z. What began as a small-scale movement among

African-American and Puerto Rican youngsters in New York City grew into a worldwide phenomenon that influenced a wide range of artists.

### **3.1.2. The Women Liberation movement**

During the fifties and sixties, the roles of female characters in the cinema were mostly the same, the love interest of the male protagonist or characters that make the male look better and heroic. Marilyn Monroe and Audrey Hepburn are some of the most famous actresses of that time, but they are often remembered for their beauty and romantic acting. Even animated movies, such as *Cinderella* and *The Sleeping Beauty*, portrayed females as weak characters who easily fall in love and wait for men to save them. After the success of the Women's Liberation movement, which opposed the dominant male cinema, and the typical female stereotypes, so a new genre of movies emerged about women's experiences, sisterhood and portrayed women as heroes. For example, Ripley by Sigourney Weaver in *Alien* (1979), Princess Leia in *Star Wars: Episode VI – Return of the Jedi* (1980), Clarice Starling in *Silence of the Lambs* (1991), Sarah Connor in *Terminator 2: Judgement Day* (1993). These characters have inspired many young girls to become strong, brave, and independent women.

In the 21<sup>st</sup> century cinema, the cinema witnessed a considerable development in females' roles with various roles from soft, kind, and romantic characters to rebellious, strong, and intelligent characters that have significant influence and are great role models to girls—examples of solid characters: Captain Marvel, Wonder Woman, Black Widow, and Katniss Everdeen. Most of today's female characters are celebrated for outsmarting male characters. They are celebrated for their knowledge and brains over their beauty and the spread of the Feminist empowerment

movies directed or produced by women such as Wonder Woman (2017) by Patty Jenkins and The Secret Life of Bees (2008) Gina Prince-Bythewood.

The family's culture influences the way men and women grow up, from gender roles to gender beliefs, and it is almost the same in all ethnicities. There were always double standards in the way men and women behaved; it is as if men and women lived in different worlds. From birth, males and females are separated, from the blankets' colors to what they learn from things and the people around them. Men are taught to be successful and do what they want, while women are fed with the ideas of marriage from a young age because that is their happiness, according to society. In the past, a girl's greatest joy is to be wed; they had limited education and more limited jobs, their hobbies were either embroidery or gossiping. Even with the United States' growing power and the changing cultures and trends, women could not escape society's norms. If a girl reached a certain age, it was time for her to find a husband. Even their clothes' choices were minimal. Before the sixties, women's clothes were made to be conservative with high necks, many layers, and coverage with the corsets' slim waists; too much skin was considered scandalous. Even when it became lighter and a little shorter, it was still conservative. Even if they work, their jobs were typical women works, telemarketing, nursing, teaching, secretariat, and flight attending.

The Women's liberation movement shows that women have had enough of society's expectations and wanted freedom in their own choices. As a result, the Congress started passing laws that protected women's rights in the community, and legalizing abortion and birth control pills allowed women to take charge of their bodies. Their fashion also changed; They started to wear what they wanted and what felt comfortable to hem, from bold colors, big shoulders, short

dresses, miniskirts, pants to today's unlimited choices, and they showed skin confidently without feeling scandalous.

Today, women in U.S.A are in charge of their lives, following their own decisions and dreams. There is no longer a dominant male job, as women can be seen working various jobs from engineers and CEOs to parliament members. As a result, women can be successful and happy without depending on men.

### **3.1.3. The Gay movement**

From the 1890s to the 1930s, LGBTQ+ characters were objects of mockery, according to Vito Russo's book *The Celluloid Closet*. Gay men or "sissy" characters were a source of amusement and laughter as he said: "The use of female garb by male comics became just another device for a one-scene joke" (Russo, 1987, p. 9). For example, the 1919 short comedy film *Bumping into Broadway* in which actor Gus Leonard plays a female. Gay men were not seen as a threat because they were portrayed as harmless, sensitive, and weak; however, if an actor were seen enjoying his character, the media would describe him as repulsive. The Motion Picture Production Code or the Hays code was created in the 1930s by Will Hays with the spread of religious groups. The Code banned and censored anything that was deemed inappropriate to the audience, including gay people. The Code strengthened in 1934 after constant pressure from the Catholic church and other religious groups. During that time, gay parts were few, and films frequently depicted animosity toward them. With the advent of the gay rights movement in the 1960s and 1970s, the Code was eased (Russo, 1987).

However, the representation of gays in movies at that time became homophobic. From harmless, sensitive characters, they were portrayed as dangerous, predatory, and suicidal in

movies such as *The Children's Hour* (1961) and *Midnight Express* (1978). Nevertheless, with the rise of LGBTQ+ people in U.S.A and many gay stars such as T.V. personality Ellen DeGeneres and legendary singers Freddy Mercury and Sir Elton John, the portrayal of gay people in movies improved. In the nineties, the gay audience increased thanks to popular movies such as *To Wong Foo, Thanks for Everything! Julie Newmar* (1995), *The Birdcage* (1996), and *In & Out* (1997). However, Production companies were still cautious in portraying gay characters that appeal to heterosexual and homosexual audiences.

Nevertheless, with the rise of Queer Cinema, a new genre emerged, which is gay/straight romance that appealed to both straight and gay audiences. Series such as *Glee* (2009) with movies like *My Best Friend's Wedding* (1997) portray Straight women having gay men as their best friends. More gay movies are produced with gay people as main characters nowadays and show such as *Queer Eye and RuPaul's Drag Race*. Novels were also affected as more gay romance novels became famous, such as *Simon vs. the Homo Sapiens Agenda* and *Aristotle and Dante Discover the Universe's Secrets*. Even their Fashion sense has changed; in the sixties and seventies, it was hard to distinguish between straight and gay people, as they wore regular clothes, but in gay bars, they took their freedom in dressing however they want in hiding. Nowadays, they walk the street confidently dress up in extravagant clothes and heavy makeup, the way they want.

#### **3.1.4. The Anti-Vietnam War movement**

With the Vietnam war progressing and the government not keeping its promises of ending the war, The Anti-War movement was so full of defiance and anger. Music became a haven for the protester in which their concerns can be heard, and it helped build the antiwar community. Some

of the antiwar popular songs are Bruce Springsteen's 'Born in the USA', Bob Dylan's 'Blowin' in the wind', Nina Simone's 'Backlash Blues', Marvin Gaye's 'What's Going On', and 'Imagine'

### **3.2. Political impact**

#### **3.2.1. The Civil Rights movement**

The Civil Rights Movement was a pivotal moment in American history, with black Americans marching to end segregation and discrimination against them. Following the events of the Montgomery Bus Boycotts and their peaceful methods of sit-ins and freedom rides, the United States Congress approved the Civil Rights Act of 1964, which outlaws segregation based on race, gender, or religion in schools, buses, workplaces, and public places. The Fifteenth Amendment gave black men the right to vote in 1870; however, many states protested the decision and attempted to utilize poll taxes or literacy tests because black people lacked access to education. So, Martin Luther King Jr. led hundreds of Black people to protest in Selma, Alabama. Furthermore, in 1965, President Lyndon B. Johnson signed the Voting Rights Act of 1965 that enforces the right for African Americans to vote and made it illegal to do anything that might prevent them from voting.

People who were not white struggled to rent or purchase homes due to their backgrounds. So, the civil rights organization persuaded Congress to pass fair housing legislation. King was assassinated on the Act's voting day; with all the Blacks riots and lootings, President Lyndon pressured Congress to decide. That is how the Fair Housing Act of 1968 was passed, which states that it is against the law to refuse to sell, rent, or negotiate with people based on their race, gender, nationality, and religion (United States House Of Representatives, n.d.).

The Equal Employment Opportunity Act of 1972 prohibits job discrimination, and if someone is competent regardless of their background, they should get hired (Legal Information Institute, n.d.). The civil rights movement has inspired many American minorities to take a stance and demand their rights; thus, Congress has witnessed growth in racial and ethnic diversity since then.

The Civil Rights movement allowed more Black people to get involved in politics; in 2000: There were 8,939 Black officeholders, and in 2001 there were 484 mayors. The 39 members of the Congress formed the Congressional Black Caucus, which serves as a political block for issues African Americans (Past To Future, 2020). Barack Obama's election as the first Black President of the United States in 2008 was a breakthrough in American politics. There were four African Americans in Congress in 1962, and by 2021, there are 57 (Horton, 2021).

### **3.2.2. The Women Liberation movement**

The suffrage and women's liberation movements have helped establish many acts and laws that ensured a better life for women in their private and work lives. According to Milligen (2017), the major acts that ensure women's rights are as follows:

1. The Constitution passed the Nineteenth Amendment in 1920, ensured women their right to vote.
2. The first version of the Equal Rights Amendment was introduced in 1923, and it stated that all U.S. citizens have equal rights regardless of gender.
3. In 1963, Congress passed the Equal Pay Act promising equitable payment for the same work regardless of gender or background.

4. In 1964, Title VII of the Civil Rights Act was passed, outlawing workplace sex discrimination.
5. In 1965, the Supreme Court rules that married couples have the right to use birth control.
6. Loving v. Virginia was a decision made by the Supreme Court in 1967, which states that every law that bans interracial marriage violates the Fourteenth Amendment that guaranteed protection to all citizens.
7. Title IX of the Education Amendments of 1972 outlaws sex discrimination in all federally funded educational programs.
8. Roe v. Wade, ruling in the Supreme Court in 1973, made abortion legal nationwide.
9. The Pregnancy Discrimination Act of 1978 prohibited discrimination at work against pregnant women.
10. Because of the frequent sexual harassment at work, the Supreme Court ruled in 1986 that a workplace could be declared hostile because of discrimination based on gender.
11. The Violence Against Woman Act of 1994 creates support funds for victims of domestic violence and rape.
12. In 2000, the Supreme Court permitted domestic violence or rape victims to sue their attacker in court.
13. Defense Secretary Leon Panetta removes the ban against women in combat positions in 2013.

These acts allowed women more freedom and privacy in their lives, allowing women to participate in the country's politics. For example, when Hilary Clinton won the Democratic presidential nomination in 2016, she became the first woman to lead a major party ticket.

Moreover, in 2021, Kamala Harris became the first woman to hold the vice president's office and the first woman of color to do so. According to the Center for American Women and Politics (CAWP), in 2021, there 142 women who hold seats in the Congress, comprising 26.5% of the 535 congress members with 118 women in U.S. House of Representatives, 24 in the U.S. Senate, and four women non-voting delegates (Milligan, 2017).

### **3.2.3. The Gay movement**

The First Amendment grants the right of free speech to all U.S. citizens, including LGBTQ+ people. It allows them the freedom to express themselves more openly. There is no specific law that protects gay people, but the gay movement helped LGBTQ+ people to take their problems to court and win many cases, such as:

After series of trials, *Romer v. Evans* case in Colorado in 1996 declared that the Second Amendment that prohibited law protection for the LGBTQ+ people rights was invalid (*Romer v. Evans*, 1996).

In the case of *Weaver v. Nebo School District* in 1998 as the court upheld the First Amendment for a teacher who was prohibited from openly speaking about her sexuality (*Weaver v. Nebo School Dist.*, 1988). Gay students have used the Amendment to their advantage, pressuring their schools to provide programs that protect them from harassment and bullying.

The Employment Nondiscrimination Act of 2007 prohibits employment discrimination of sexual orientation, including hiring, promotion, compensation, and firing (ACLU, n.d.). Furthermore, in 2009, President Barack Obama signed The Matthew Shepard and James Byrd Jr. Hate Crimes Prevention Act, which was passed by the American Congress. It was passed as a

response to the murders of the gay student Mathew Shepperd and African American James Byrd Jr in 1998, and it prohibits hate crimes based on sexual orientation, gender, and race (U.S. Department of Justice, 2015).

The “*Don’t Ask, Don’t Tell*” policy that prohibited qualified gay people from serving in the armed forces was repealed in 2011. However, transgender people are still not permitted to serve.

*Obergefell v. Hodges* is a decision ruled by the court in 2015 that allows same-gender marriages. After Jim Obergefell was unable to sign his name on his husband's death certificate, he claimed that the legislation violated the Fourteenth Amendment's Equal Protection Clause (*Obergefell v. Hodges*, 2015).

#### **3.2.4. The Environmental movement**

With the growth of the Environmental Movement, the citizens’ concerns also grew on the dangers facing the environment, so the government created laws and acts to protect it and prevent health problems. According to PBS (2017), some of these acts and laws are as follow:

- The Air Pollution Control Act of 1955 allocated funds for government air pollution researches.
- Clean Air Act of 1963 was signed by President Lyndon B. Johnson, which helped to establish programs and techniques to minimize and control air pollution.
- The 1967 Air Quality Act enabled the expansion of research operations.
- The Clean Air Act of 1970 set several regulations for reducing pollutants in the air, as well as rules for automobile emissions management.

- The Federal Environmental Pesticide Control Act of 1972 is a program to control trade and pesticide usage.
- The Ocean Dumping Act Of 1972 prohibits dumping anything that can endanger marine and human lives.
- The Federal Water Pollution Control Act Amendments of 1972 prepared programs for reducing and control discharging pollutants into the water.
- The Endangered Species Act of 1973 provided a \$15 million budget for protecting endangered species. One of the endangered species is the United States' national symbol, the American Bald Eagle.
- The Safe Drinking Water Act of 1974 creates systems and regulations to ensure that drinking water is free of contaminants.
- The Toxic Substance Control Act of 1976 keeps records of toxic substances, and any substance that is not recorded means it is harmful because it is not tested and prohibits its usage.
- The Clean Air Amendment of 1977 requires the Environmental Protection Agency (EPA) to establish National Ambient Air Quality Standards (NAAQS) to regulate pollutants in the air, and the Acid Deposition Control Act of 1990 expanded and modified NAAQS to regulate acid depositions that harm the air and cause acid rain.

The Comprehensive Environmental, Response, Compensation, and Liability Act of 1980 (CERCLA) established programs to clean up hazardous-substance-contaminated areas and prevent future contamination that endangers people's health.

### **3.3. Impact on Economy**

#### **3.3.1. The Civil Rights movement**

Thanks to the 1960s, a little has been made to improve black people's lives for the better, from moving to better neighborhoods, better jobs, and better education.

The Black unemployment rate in 1968 was 6.7%, but it reached its peak at 21.2% in 1983; after ups and downs, in 2021, the rate of black unemployment is 9.1% (U.S. Bureau of Labor Statistics, 2021). In 2020, with the same job and qualifications, Black people earned \$0,97 for every dollar a white man earned. In 2019, Blacks' poverty rate was 18,8% compared to the 9.1% rate for white people, that is why today, African Americans have become more dependent on government aid, such as welfare and housing assistance than they did in 1968 (Semega, Kollar, Shrider, & Creamer, 2020). Black households' income experienced a more significant income increase from \$32,134 in 1969 to \$45,438 in 2019, but there is still a vast difference between the income of the Blacks and the Whites. In the past, 20% of households had unmarried black women as their primary breadwinners, the percentage has risen in recent years as it became 72%, but most of them are considered poor (Austin, 2020). According to Peçanha (2020), 42% of Black people owned their own houses in 2018, while almost 80% of white people did.

EdBuild's report *23 Billion (EdBuild | 23 Billion, n.d.; Peçanha, 2020)* shows that in the school year 2015-2016, white district schools enroll 1,639 students and received \$13,908 funding, while non-white district schools enroll over 10,000 students with \$11,682 funding. This economic segregation results in educational outcomes. From 4% in 1962 to 12% in 1993, Black students' enrollment rate rose to 26% in 2019, while for white students, it went from 25% in 1993 to 40% in 2019 (Peçanha, 2020). Black people are the main target of police brutality, the

police usually end up not getting prosecuted with the persistent call for justice, the government ends up compensating the victims and the victim's family with millions of dollars; for example, the city of Chicago paid \$500 million between 2004 and 2014 for police misconduct-related lawsuits (*Criminal Justice Fact Sheet* / NAACP, 2021). According to these statistics, the economy of Black people has improved, but there is still a vast gap between the White and the Blacks.

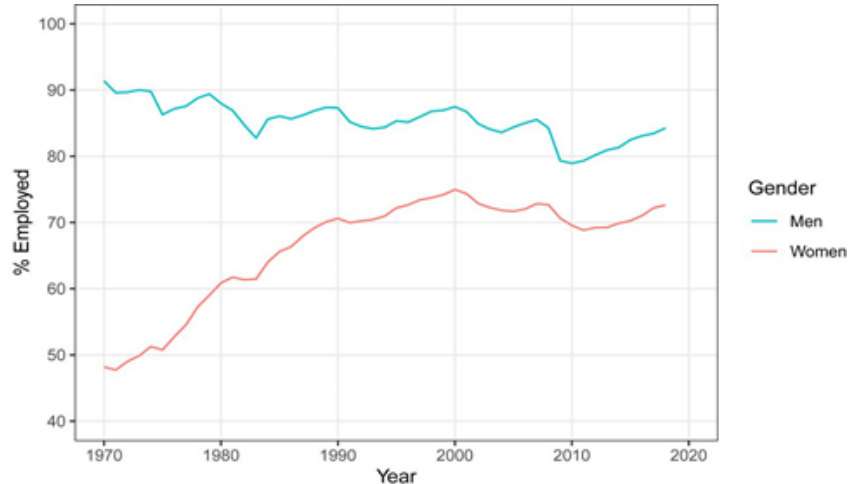
### **3.3.2. The Gay movement**

Even with people becoming more open and accepting of LGBT+ people, there is still a vast difference in the lives of homosexual and heterosexual people.

Gay males earn 11% less than heterosexual males, whereas lesbians make 9% more than heterosexual women, according to multiple studies. Perhaps because most homosexual males avoid male-dominated occupations, which are usually the highest-paying employment, whereas lesbians are more likely to shun female-dominated occupations, which are often lower-paying ones (Adrjan, 2021).

Furthermore, lesbian Latin women are twice likely to be poor, and lesbian African American women are three times as likely to be poorer than white lesbians. According to Mirza and Rooney (2018), twenty-three percent of children raised by gay couples are deficient, the same for the 19 percent raised by lesbian couples compared to the 12 percent raised by a heterosexual couple. Also, gay people are targets for discrimination, which hinders them from being productive in the labor force, affecting the economy.

### 3.3.3. The Women Liberation movement



*Figure 3-1: Men and Women Employment Rate from 1970 to 2018 (England, Levine, & Mishel, 2020, p. 6991)*

As shown in Figure 3-, after the Women's Liberation movement of 60-the 70s, women's employment rates rose almost steadily from the seventies to 2018. Many surveys show that women's employment rate increased from 48% in 1970 to 75% in 2000, but with the great recession, it fell to 69% then rebounded in 2018 to 73%. Men still have a higher employment rate than women, even though it had more ups and downs than women's employment rate. The gap between the men's and women's employment rates is not as significant as it was in the seventies but still large as women, to this day, still earn less, and their advancement in their jobs slower than men.

According to a U.S. Census Bureau survey, the female to male earnings ratio from 1960 to 2019 is 82.3%. Moreover, for full-time and year-round workers, men earn \$57,456, while women earn \$47,299. That is why females' poverty rate is higher than males, from 18 years old to 64, females' poverty is 10.8%, while males' rate is 8.1%. Non- white females have it worse; for every dollar a white man earned in 2019, Black women and Latinas earned \$0.63 and \$0.55,

respectively (Semega et al., 2020). The wage gap cost women \$846 per month or \$10,157 a year, and the Covid 19 pandemic made it harder for women as they are responsible for their homes, and it hindered their abilities.

### **3.4.Social Impact**

#### **3.4.1. The Civil Rights movement**

According to Ingraham (2014), in a hundred friend scenario, an average white person has 91 white friends and only one Black friend. In contrast, African Americans have 83 Black friends and eight white friends, and the rest are from different and mixed races. African Americans have more non-white friends than white people have. However, even with the cross-racial friendships, Black people are still a target for social segregation.

Growing up poor, with no accessibility to many things that white people enjoy, Black children are most likely to get arrested. Peçanha (2020) states that black people are one-third of the inmate population in the United States of America. Black people's incarceration rate has decreased throughout the years, but it remains much greater than the White's. In 2018, more than 4,000 black minors and 1,500 adults were arrested, compared to the 2,000 white minors and less than 500 adults. The apparent injustice of the Criminal Justice System that impacts black people has a negative impact on black people's lives as it would get more challenging for them to get employed or enjoy public services.

With these numbers of Black inmates, most police forces consider Black people dangerous; Blacks get pulled over without just cause, and even if they were unarmed, they get shot if they move, and the officers justify their actions by saying that they were scared for their lives.

According to NAACP (2021), 87% of African Americans say that the U.S. criminal justice system is more unjust towards Black people and 61% of white adults agree. Furthermore, police brutality towards African Americans results in poor mental health, as most of them witness their beloveds get killed. Furthermore, most of the officers who kill unarmed black men end up not getting indicted.

### **3.4.2. The Gay movement**

In comparison to 3.5 percent in 2012, 5.6 percent of adult Americans self-identify as LGBT, with 15.9 percent from Generation Z. With 54.6 percent, most LGBT adults identify as bisexual. In addition, about 24.5 percent of respondents identify as homosexual, 11.7 percent as lesbians, and 11.3 percent as transgender.

Women are more likely than men to identify as LGBT, with 6.4 percent vs. 4.9 percent. In the United States, society has become more accepting. In 2019, 72 percent of Americans tolerate homosexuality, although many still believe it is morally immoral. In 2013, 87 percent of Americans claimed they knew a homosexual or lesbian person, and 61 percent said they have close LGBT friends or family members (Drake, 2013). However, many gay people still find it challenging to come out to their friends and families, fearing rejection and hatred. A Pew Research Center survey shows that in 2013, more Americans had favorable views of gay men and lesbians with percentages of 55 and 58, respectively. Also, the number of parents who get upset if their children were gays decreased in contrast to 64 percent in 2003; 19 percent said they would be agitated in 2013 (Drake, 2013). However, LGBTQ+ people still suffer discrimination, whether inside or outside work. With all the prejudice and pressure, LGBT people experience health problems, from depression, anxiety, to substance abuse. In addition, many LGBT students

experience discrimination from their teachers and classmates, which results in reducing their educational productivity and value.

### **3.4.3. The Women Liberation movement**

The traditional role of a woman is a housewife, her job is to take care of others, and the traditional role of the man is the head of the family, the one who brings in the income. Leadership is connected to the man, and sensibility is connected to the woman. However, in the last few decades, the roles of men and women undergo some modifications. The man is still the head of the family, but the woman's role is not just to take care of the households anymore but also to contribute to the house's incomes. Nowadays, young girls prioritize education and their future jobs more than getting married, which results in the rising numbers of female students in universities. Also, their lifespan is more prominent than men's, as many women do not get involved in things that take a risk.

### **Conclusion**

Investigating the impact of 1960s social movements on American society showed that there had been some progress in the lives of the ones affected by the movements in U.S.A, in the four categories, cultural, political, economic, and social. However, analyzing the statistics from the 1960s to this present shows that it was slow progress with a bit of difference. Nevertheless, a slight difference can help someone live happily. U.S.A's minorities have climbed up the charts a little, but there is still a big gap between them and an American White man.

## **General Conclusion**

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The Sixties was a decade full of events in the American history. It was more memorable as minorities took a stance to fight for their rights and protest about war and the dangers facing the environment. The first theoretical part of the research defines necessary terms to understand social movements in a broader scope. The study also briefly goes through social movements throughout history, from the peasants' revolts to the present protests. Moreover, it classified the four types of social movements introduced by David Aberle, including the reformatory, revolutionary, alternative, and redemptive social movements. It also goes through the lifecycle of social protests, starting with emergence, coalescence, bureaucratization, and decline, and giving reasons for why movements decline. Finally, it summarized the five theories that push social movements to emerge: deprivation, resource mobilization, political process, new social movements, and structural strain theories.

As this research relates to the effect of the old America during the social movements, which is possible through analyzing the causes of that period on the American Community, The second theoretical part goes through history. It introduces the significant 1960s' social movements to investigate the causes and consequences that helped in reshaping the American society. The movements are the Civil Rights movement, Anti-Vietnam War movement, Women Liberation movement, Environmental movement, and Gay movements. The Civil Rights movement is the most memorable in the history of the USA as African Americans took a stance for themselves and stepped forward to reclaim their lost rights. The movement depicted the racist injustice towards the blacks, and Martin Luther King's non-violent methods gained public support. With the efforts of the protests, African Americans gained their rights, and the movement's figures like Martin Luther King Jr. and Rosa Parks became heroes to black people. Thus, the civil rights act affected not only African Americans but also society's minorities.

The second movement mentioned in this research is the Anti-Vietnam War movement. With USA's fears for the spread of communism in Asia, they took up the role of protecting South Vietnam from The North communist. As the war escalated, the movement in U.S.A intensified. As the numbers of casualties kept rising, people of all colors and races marched in protest against the war for forcibly sending men to the war using the draft system. The movement finally came to an end after the communist north seized the South.

After years of neglect and denial of rights, the feminist movement kicked off in the late sixties. It emerged after women to earn their place in society and that they also can do what men do. The movement gave women the power to control their lives and freedom to their bodies and personal lives.

Before the sixties, LGBT people could not express themselves the way they want to and only did it in bars that were considered a haven for gays. After the Stonewall riots, gay people gained the courage to speak up for themselves and show the world who they are.

The Environmental movement was started on college campuses by a group of peace activists, but soon, many people joined the movement to know the environment's dangers. The movement gained the attention of the governments, and it passed many laws that protect the American environment, such Clean Air Act, Endangered Species Act, and the Ocean Dumping Act.

This research aims to investigate the impact of the major 1960s' social protests on American society. That is why the third practical part goes through four impact categories: cultural, social, political, and economical. Books, articles, and educational websites helped show that these movements have changed many people's lives, but their progress in achieving what they want is slow, and there are still so many things to fix. In this part, the hypotheses were proved valid

through data description and analysis. After going through statistics and data, the research's finding is that even though the progress has been slow, the concerned people's lives improved better than before the movements.

The Civil Rights movement changed the lives of African Americans as it gave them equal rights with the whites and ended segregation. However, there is still a big gap between the lives of black people and white people. Even with the same work, same specialty, and abilities, Whites still get paid more than Blacks. African Americans are still poorer than white people, which causes them to have a high incarceration rate. They are still segregated, and they are the target of police brutality. The death of George Floyd and the emergence of the Black Lives Matter movement show that there are still so many things to fix.

Thanks to the Women Liberation movement, females got rid of the notion that women should only take care of her husband and children, took their rightful place in society as women started to enter politics and work in what it has been in the past, only for men, and have freedom in their own choices. However, even when the government passed laws that protect their rights, women are still subjected to sexual harassment, and in many cases, women take the blame. There is also gender inequality as females still get paid less than males, whether famous or not. These points have helped emerge the third-wave feminist movements such as the Me-Too movement.

The Vietnam War had a significant impact on both U.S.A and Vietnam, and the Anti-War movement did not have much of an impact. The effect it had is that people began to question their government's reliability as it promised them repeatedly that the war will come to an end. In addition, there have been popular anti-war songs made by famous artists that became anthems to the protests.

The environmental movement had a tremendous political impact after the government passed many acts that protected the environment. However, it also did not have any other implications as people still endanger the environment.

The limitations faced in this research was the lack of information on the impacts of the Environmental and Anti-Vietnam War movements. For that reason, the current study recommends further studies for more information about the effects of the 1960s social protests on American society as more movements emerged in the last decade. The impact of these movements was not radical, but it was enough to make the next generation's lives easier.

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## ملخص

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يزخر التاريخ الأمريكي بالحركات الاجتماعية التي نجحت أو فشلت في التأثير على حياة وحقوق المشاركين فيها وغير المشاركين على حد سواء. ولعل من أهم فترات الاحتجاجات الاجتماعية في أمريكا هي فترة الستينيات، التي شهدت ولادة حركة الحقوق المدنية ، وحركة تحرير المرأة، والحركة المناهضة لحرب فيتنام، وحركة المثليين، وحركة حماية البيئة. وقد ألهمت هذه الاحتجاجات العديد من الأقليات النضال من أجل حقوقهم، مما أثر في المجتمع الأمريكي على مستويات عديدة. يهدف هذه العمل الى دراسة أثر هذه الحركات على المجتمع الأمريكي. ويعتمد هذا البحث النوعي على المنهجين التاريخي والوصفي لتقصي جذور هذه الحركات، و نتائجها وتأثيراتها على المجتمع الأمريكي. وقد تمت دراسة أربعة أنواع من التأثير: ثقافي، وسياسي، واقتصادي، واجتماعي. وتكشف هذه الدراسة تحسن حياة الأقليات بصفة عامة بعد هذه الحركات، على الرغم من أن التقدم كان بطيئاً. ومع ذلك ، لا تزال هناك فجوة معتبرة بين الأقليات المعنية والفرد الأمريكي الأبيض.

**الكلمات مفتاحية:** الحركات الاجتماعية، الستينيات، تأثير، المجتمع الأمريكي.