

Race And Affect In The Long Sixties Race Rhetoric And Media

The Long Sixties, a period spanning from the mid-1950s to the early 1970s, witnessed significant socio-political and cultural changes in the United States. One of the central themes of this era was the civil rights movement and the ongoing struggle for racial equality. This article examines the dynamics of race rhetoric and media during the Long Sixties, highlighting the profound impact they had on shaping public opinion and societal attitudes.

The Power of Race Rhetoric

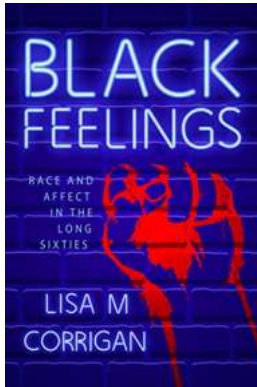
Race rhetoric played a crucial role in the Long Sixties, as it became a potent tool for expressing the frustrations and aspirations of marginalized communities, particularly African Americans. The civil rights movement unleashed a wave of powerful oratory from influential leaders such as Martin Luther King Jr., Malcolm X, and Stokely Carmichael, among others. Their speeches eloquently articulated the struggle against racial discrimination and energized the fight for equality.

These impassioned speeches evoked emotions and conveyed a sense of urgency, appealing to the American conscience and calling for justice. The use of rhetorical devices like repetition, metaphors, and powerful imagery helped amplify the impact of these messages. Through their speeches, civil rights leaders galvanized public support and mobilized individuals to take action against racial injustice.

Black Feelings: Race and Affect in the Long Sixties (Race, Rhetoric, and Media Series)

by D. G. Valdrón (Kindle Edition)

★★★★☆ 4.8 out of 5



Language	: English
File size	: 1642 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 218 pages



The Role of Media

Media in the Long Sixties played a dual role in shaping public opinion and perpetuating racial stereotypes. On one hand, media outlets acted as gatekeepers, controlling the dissemination of information to the masses.

Mainstream newspapers and television networks largely reflected the dominant narratives of the time, often downplaying or distorting the significance of civil rights events and protests.

However, the emergence of alternative media outlets provided a platform for marginalized voices to be heard. Publications like Ebony and Jet magazines, as well as underground newspapers, shed light on the struggles and achievements of African Americans, challenging the mainstream narrative and giving voice to the civil rights movement.

Television also played a pivotal role in shaping public opinion. The powerful images of police brutality against peaceful protesters, broadcasted into living rooms across the nation, evoked strong emotions and forced many Americans to confront the harsh realities of racial inequality. These televised events helped

galvanize support for the civil rights movement and ultimately led to legislative changes.

Long-Tail Clickbait Title: "Uncovering the Untold Stories: How Race Rhetoric and Media Transformed America Forever!"

The impact of race rhetoric and media during the Long Sixties cannot be underestimated. By examining the power of speeches and the role of media, we begin to understand how these transformative forces shaped public sentiment, challenged societal norms, and ultimately paved the way for significant social change.

As we delve deeper into the narratives and experiences of this era, we uncover untold stories of resilience, courage, and hope. The struggles and triumphs of the civil rights movement, amplified through powerful speeches and disseminated by alternative media outlets, forever transformed America's perception of race and ignited a nationwide conversation on equality and justice.

Today, as we reflect on the Long Sixties, we must acknowledge the enduring legacy of these historic moments. The lessons learned from this period should serve as a reminder of the power of words, the influence of media, and the importance of actively engaging in the fight against systemic racism.

By embracing the values and principles championed by the civil rights movement, we can create a more inclusive and equitable society for all. The spirit of the Long Sixties lives on, urging us to continue the work of our predecessors and inspiring future generations to carry the torch of social justice forward.

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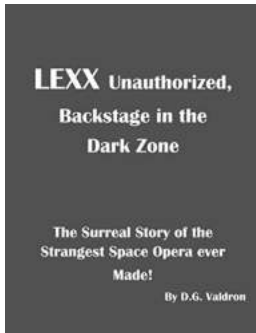


Honorable Mention Recipient of the 2021 Marie Hochmuth Nichols Award for Outstanding Scholarship in Public Address by the National Communication Association

In the 1969 issue of Negro Digest, a young Black Arts Movement poet then-named Ameer (Amiri) Baraka published “We Are Our Feeling: The Black Aesthetic.” Baraka’s emphasis on the importance of feelings in Black selfhood expressed a touchstone for how the Black liberation movement grappled with emotions in response to the politics and racial violence of the era.

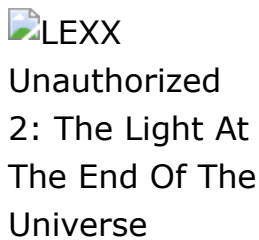
In her latest book, award-winning author Lisa M. Corrigan suggests that Black Power provided a significant repository for negative feelings, largely Black pessimism, to resist the constant physical violence against Black activists and the psychological strain of political disappointment. Corrigan asserts the emergence of Black Power as a discourse of Black emotional invention in opposition to Kennedy-era white hope. As integration became the prevailing discourse of racial liberalism shaping midcentury discursive structures, so too, did racial feelings mold the biopolitical order of postmodern life in America.

By examining the discourses produced by Martin Luther King, Malcolm X, Stokely Carmichael, Huey Newton, Eldridge Cleaver, and other Black Power icons who were marshaling Black feelings in the service of Black political action, Corrigan traces how Black liberation activists mobilized new emotional repertoires



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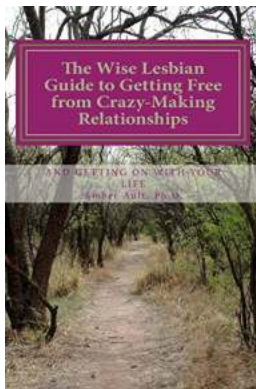
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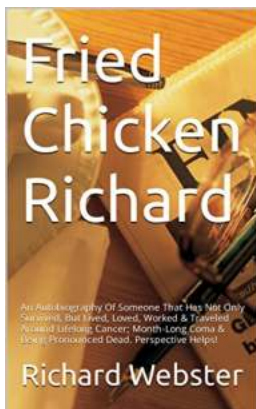
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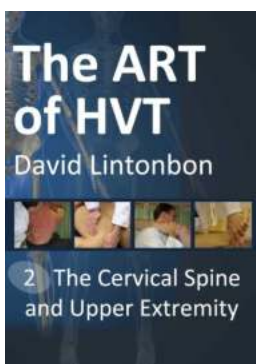
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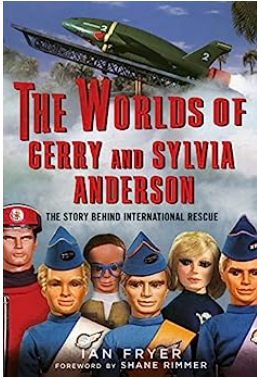
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