

What Does it Take?

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Thesis

This essay examines how fueled by international forces, America's desire to project masculinity and military strength during the Cold War led to Civil Rights legislation.



International Forces

- Cold War - Ideological battle for hearts and minds (Capitalism v. Communism)
- U.S. and Soviet Union fought proxy wars in Asia, Africa and Latin America
- Soviet propaganda focused on America's racism
- Popular propaganda piece (pictured left) states, "A u vas negrov linchuyut" which translated means, "and you are lynching Negroes"



(Skrentny, 1998)



American Masculinity and Military Strength

- Soviet exploitation of American racism was extremely detrimental
- America promoted the image of the benevolent Savior and protector against communism
- America's reliance on being the Savior of "vulnerable countries" stems from the White Man's burden concept
- Soviet Union exposition of the hypocrisy of the "gentle warrior" lessened resistance to America's Black civil rights movement



Domestic Influences

- Jim Crow laws in many states relegated African Americans to a subservient existence
- Violent treatment of peaceful protesters shocks the world
- Both U.S. Ambassador and Sec. of State call for racial discrimination to cease to secure allies abroad
- June 10, 1964 - Senate votes in the Civil Rights Act of 1964.



Recommendations

- Today Black American's still fight for fundamental rights
- The Black Lives Matter movement has sparked global attention
- BLM has garnered support in over 60 countries
- U.S. now has the opportunity lessen reliance on regime change and more empathetically lead by example

