

What is the Political Message in Rock & Roll?

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What are Rock and Roll?

Rock and Roll are considered popular music. It is a music genre which it electronically increased instruments and a consistent gigantic tempo with a combination of easy phrases characterized this music genre. It combined several music genres including country, folk, and blues.

How did Rock and Roll become popular?

During the 1950s, Rock and Roll became a pop culture phenomenon as it was associated with young audiences to provide their personality. Teens admired Rock and Roll with artists who considered themselves as sex symbols. Rock and Roll became mainstream because it advanced in the media industry.

According to Campbell, “one reason for the growth of rock and roll can be found in the repressive and unsettled atmosphere of the 1950s. With the constant concern over the atomic bomb, the Cold War, and communist witch-hunts, many young people sought forms of diversion-and meaning-from a menacing world created by adults. (Campbell et. al., 2014, p. 108)”

Mass Media’s Political Message on Racism

Richard Campbell wrote about an enforcement law in *Brown v. Board of Education*. “The biggest legal change though came with the *Brown v. Board of Education* decision in 1954. (Campbell et. al., 2014, pg. 108)” The Supreme Court controlled it to maintain an equal to avoid segregation, therefore, “the legacy of slavery and the unequal treatment of African American citizens. (Campbell et. al., 2014, p. 109)”

According to Weebly, “Blacks were facing discrimination and segregation in schools and public facilities. The emergence of rock and roll provoked strong and mixed reactions in the United States because it combined the styles of both white and black music. The new music style was a sense of equality for the African Americans. Black artists started to become more popular in the mid-1950s.”

Honestly, Many historians and cultural writers criticized for many years, however, “the relative acceptance of black music that appealed to white youth provided a more favorable cultural context and political activism that led to significant social change. (Campbell et. al., 2014, p. 109)” Rock and Rock amplified their popularity in the media industry due to the impact of television. “The television news footage that, for the first time, gave many white Americans a glimpse of the segregation and inequality that many black people endured-particularly in the south-spurred important civil rights movement in the 1960s. (Campbell et. al., 2014, p.109)”

Campbell explained that during the 1960s, he made a point in the main networks to decide the “important events and central issues” in racism in the difficult time in American history. For a lot of citizens, African-American people faced a lot of frustration from white people to provide a that filled with inequalities which are not considered fair in the society where people do want to be treated respectfully. People wanted to find a solution to break the cycle, especially in racial stereotypes.

What is the importance of Rock and Roll in the Civil Rights Movement?

Between the 1950s and 1960s, Rock & Roll relieved the social anxiety in the Civil Rights Movement. The Civil Rights Movement added strength as coalitions organized the black

churches and secular organizations including the NAACP and CORE. This channel participated in Gospel and R&B music to develop Rock and Roll

American Masters: How It Feels To Be Free

American Masters: How It Feels To Be Free is a PBS documentary series concentrated on six iconic African-American women who developed a political message to break the racial stereotypes that the media portrayed them for many years which premiered in January 2021. These strong women faced the entertainment industry to change and embrace themselves to understand that you could judge them through their actions with incredible talent instead of criticizing their skin color. They wanted their audiences to be accepted.

This documentary series focused on the book called *How It Feels To Be Free and Civil Rights Movement* where author, Ruth Feldstein where the film explained about on how these incredible women broke barriers in the entertainment industry to maintain their careers and establish themselves as an activist to engage into a contemporary movement to testify the impact of these talented entertainers to reintroduced the narrative to identify them in Hollywood through performing arts as a political activist to change the social environment. Each woman advocated the Civil Rights Movement differently whether a woman could spread their message in film roles or develop an inspiring song.

Conclusion

Over the past century, critics have used racial stereotypes to use the African-Americans people to portray in a certain way to be judged or looked down upon. People continuously made poor criticism of them until six African American women who critics who considered them as a pop icon which they broke the cycle to show the media how they are during the Civil Rights

movement to create an empowering message opened a door to inspire others to embrace their talent and encourage them to not let the media hold them back.

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