

■ Essential Question:

- What were the demands of the various “power movements” of the 1960s & 1970s?

■ Warm-Up Question:

- Examine the “power groups” on the chart provided & anticipate at least 1 demand of each group

Power Movements of the 1960s & 70s

- What were the demands of the various “power” movements of the 1960s & 70s?
 - In groups, research 1 social group using the information on the placards in preparation for a class presentation
 - Answer the questions on the chart
 - Create a “button” with a slogan & symbol for your power movement
 - Take notes after each presentation



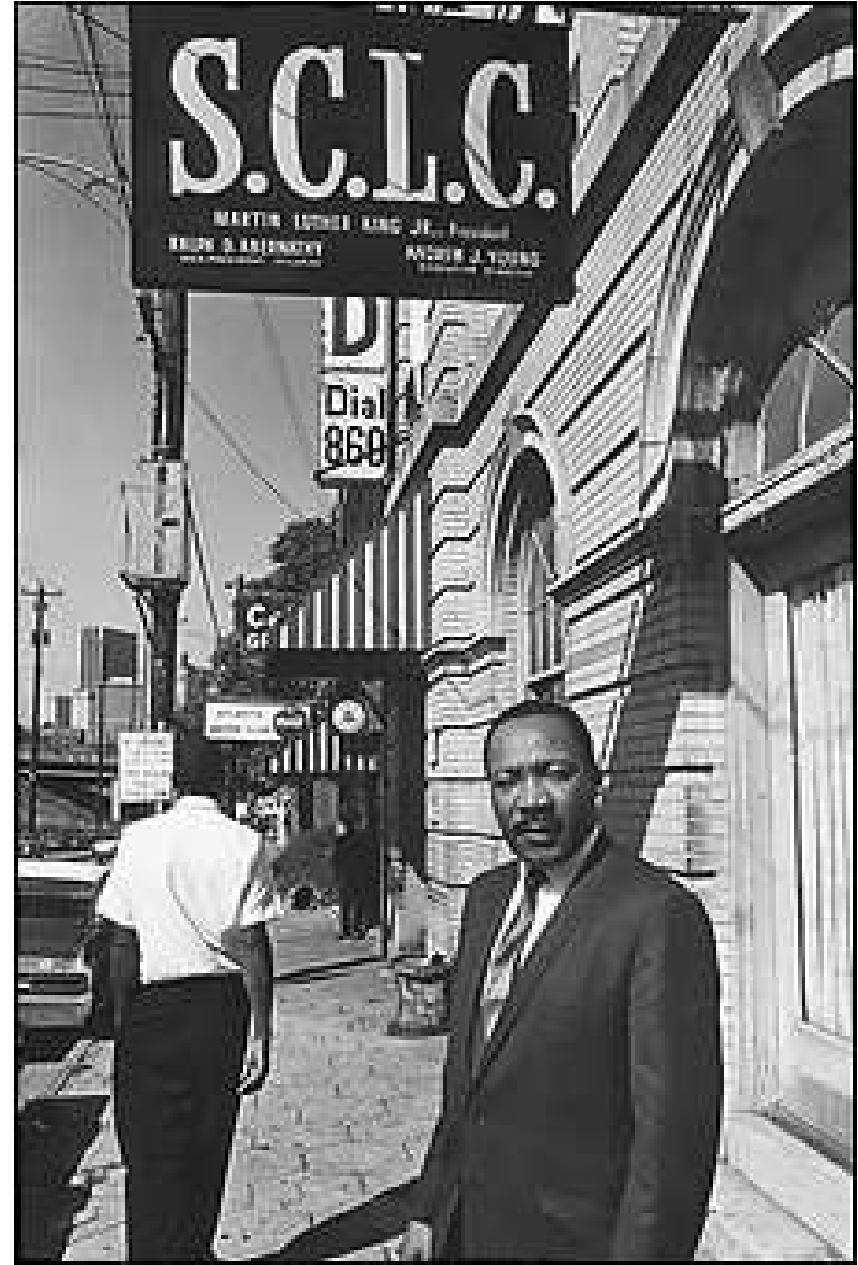
Black Power:

SNCC & the Black Panthers

Black Power

By 1965, African American civil rights leaders helped bring an end to segregation & voting restrictions

After MLK's death in 1968, the civil rights movement turned from non-violence to...



Black Power

...embracing African culture & black pride
("Black is beautiful")



Black Power

...creating economic opportunities through black nationalism

(Black-owned businesses)
& militant action to protect African Americans



The leading “Black Power” groups were SNCC under **Stokely Carmichael** & the **Black Panthers**



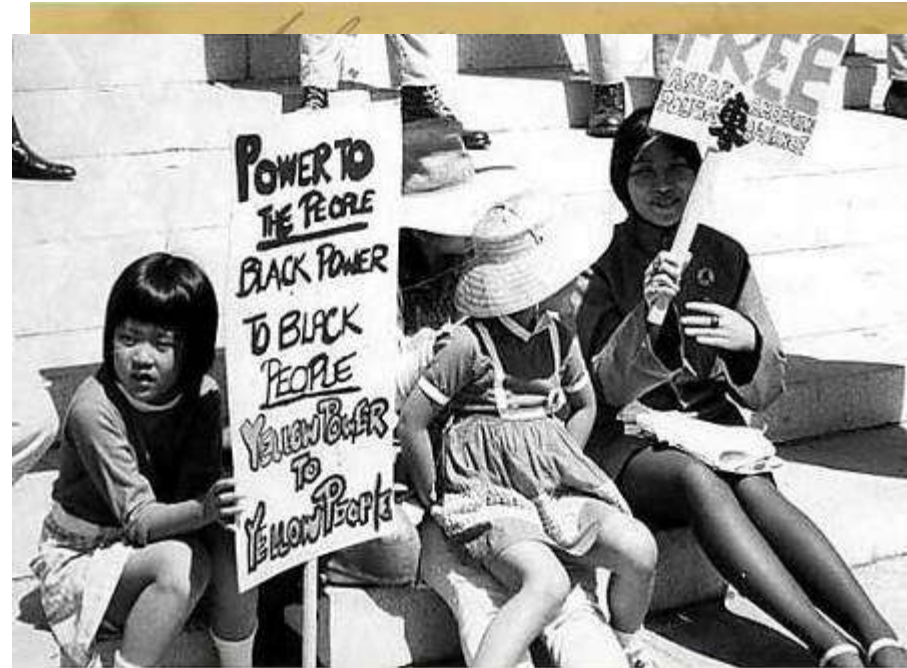


Yellow Power:
Asian American
Movement

“Yellow Power”

Asian Americans faced discrimination in the U.S. (Chinese Exclusion Act, Japanese internment during WWII, anti-Asian attitudes due to Vietnam)

Pan-Asian groups gained Asian-American studies programs in colleges, health services in Asian communities, & reparations for interned Japanese-Americans



YOUR ASIAN WASN'T QUIET

She wasn't a model minority. Wasn't your Asian fantasy. Maybe chose a path other than motherhood. She speaks truth to power. This is what Asian America looks like. Get used to it. **NOT CREATED IN YOUR IMAGE**



And she thinks critically about media propaganda.

Brown Power:

Chicanos, Cesar Chavez, &
the United Farm Workers

“Brown Power”

Mexican American groups worked to improve the lives of “Chicanos”

Embraced Mexican heritage (“La Raza”) & fought for voter registration, poverty reforms, & bilingual education programs



“Brown Power”

Mexican American groups worked to improve the lives of “Chicanos”

César Chávez organized the

United Farm Workers & helped gain better pay, union recognition, & better working conditions for farm laborers



Rainbow Power:
The Gay Liberation
Movement

“Rainbow Power”

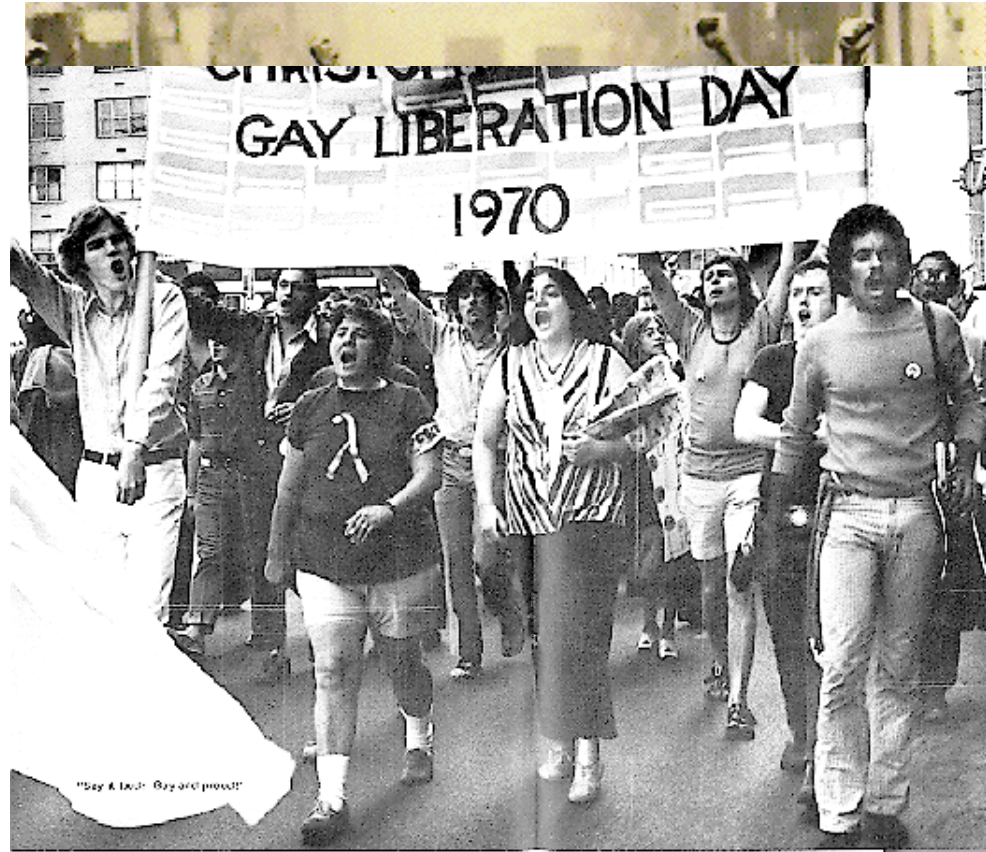
The Gay Liberation movement started in 1969 after a police raid at the Stonewall Inn led to riots in New York City



“Rainbow Power”

The Gay Liberation Front (GLF) was formed to bring an end to discrimination against homosexuals

The GLF emphasized “gay pride” & encouraged people to “come out of the closet”



Red Power:
The Native American
Movement

Red Power

By the 1960s,
Native Americans had
the lowest income,
highest unemployment
rate, & shortest life
expectancy of any
group of Americans

Indian groups began
demanding tribal
autonomy & the return
of lands taken by broken
treaties with Indian tribes



Red P

In 1969, a group of
seized Alcatraz Isla



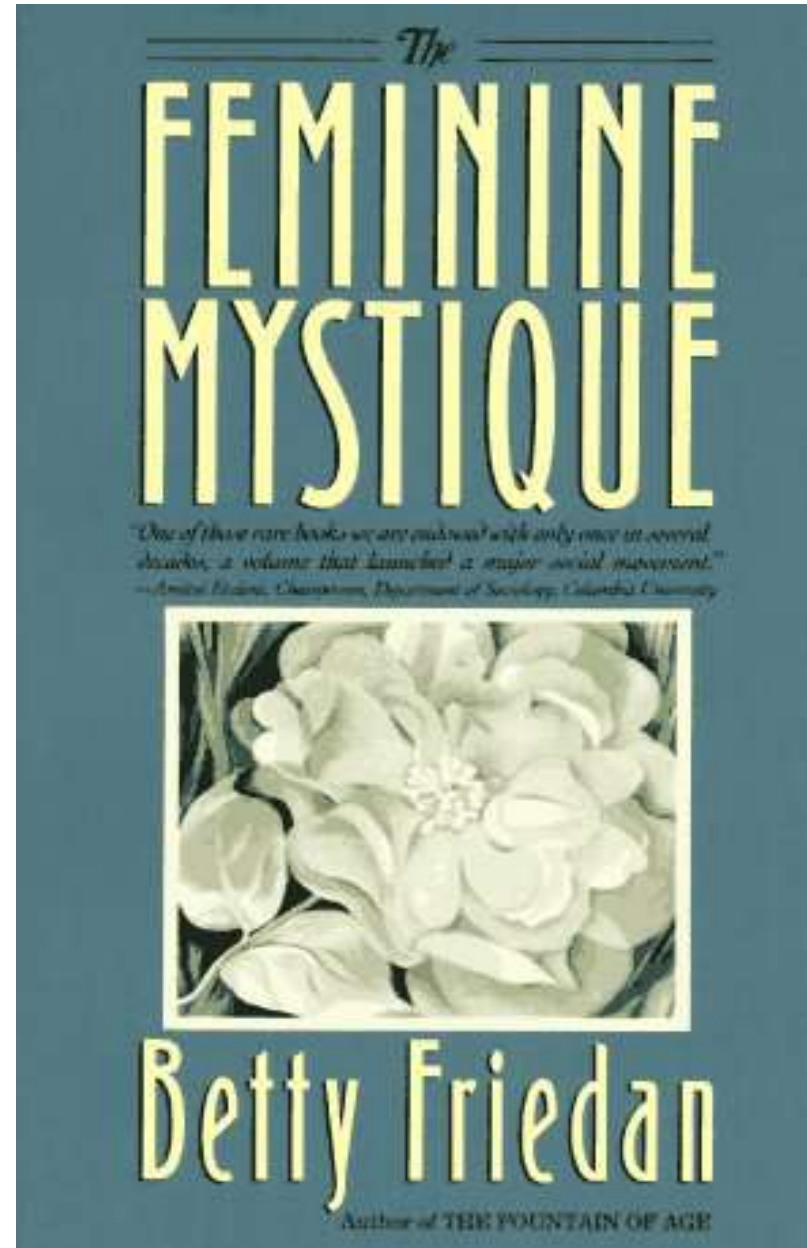
Land Lost by Native Americans



Pink Power: The Women's Movement

Pink Power

Betty Freidan began
the modern women's
movement by publishing
Feminine Mystique in 1963



A PERSONAL VOICE BETTY FRIEDAN

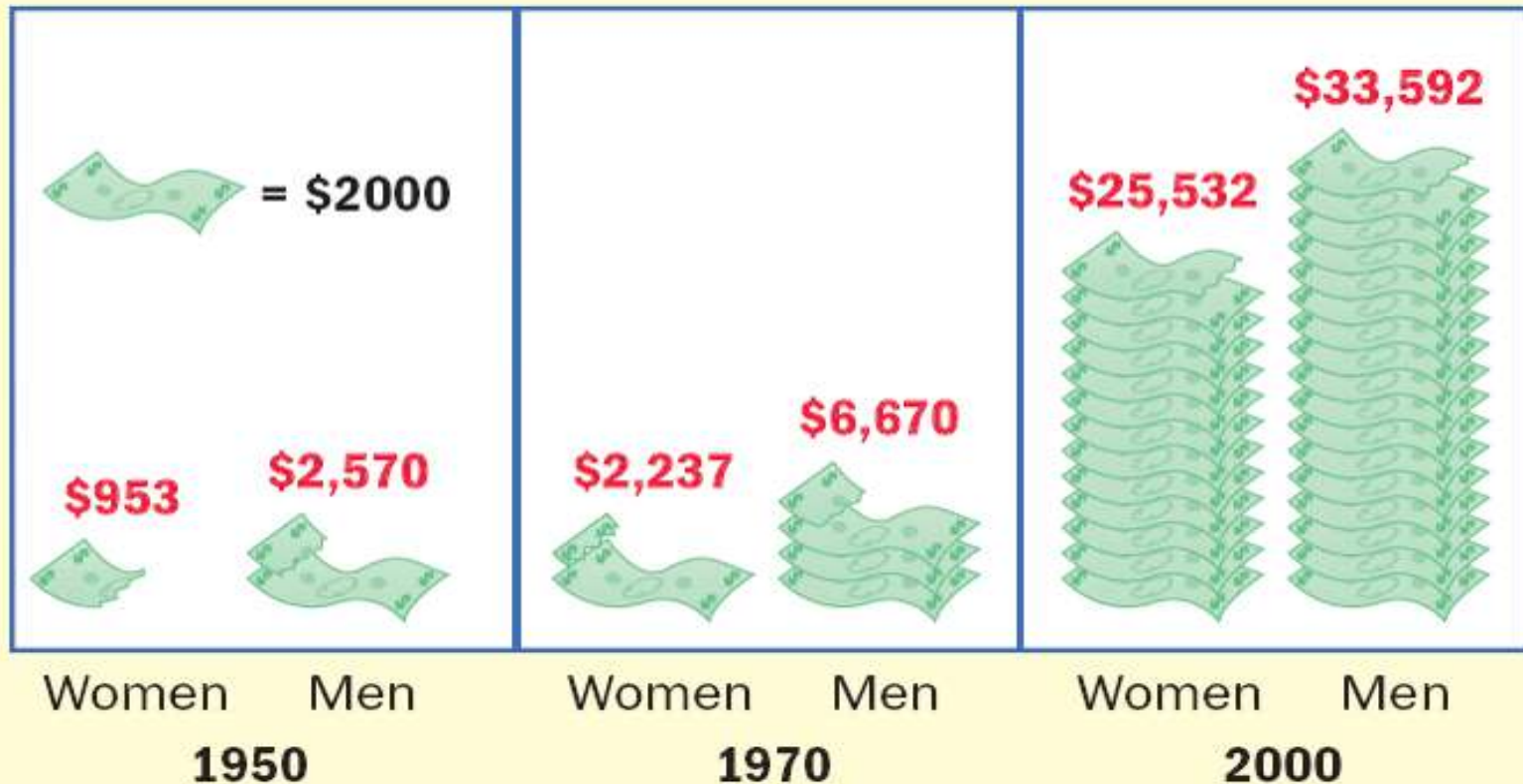
“The problem lay buried, unspoken. . . . It was a strange stirring, a sense of dissatisfaction, a yearning that women suffered in the middle of the twentieth century in the United States. Each suburban wife struggled with it alone. As she made the beds, shopped for groceries, matched slipcover material, ate peanut butter sandwiches with her children, chauffeured Cub Scouts and Brownies, lay beside her husband at night—she was afraid to ask even of herself the silent question—‘Is this all?’ ”

—The Feminine Mystique

Pink Power

Feminists drew attention to sexual discrimination & unequal pay for women

Median Incomes for Working Women and Men



Pink Power

Feminists drew attention to sexual discrimination & unequal pay for women

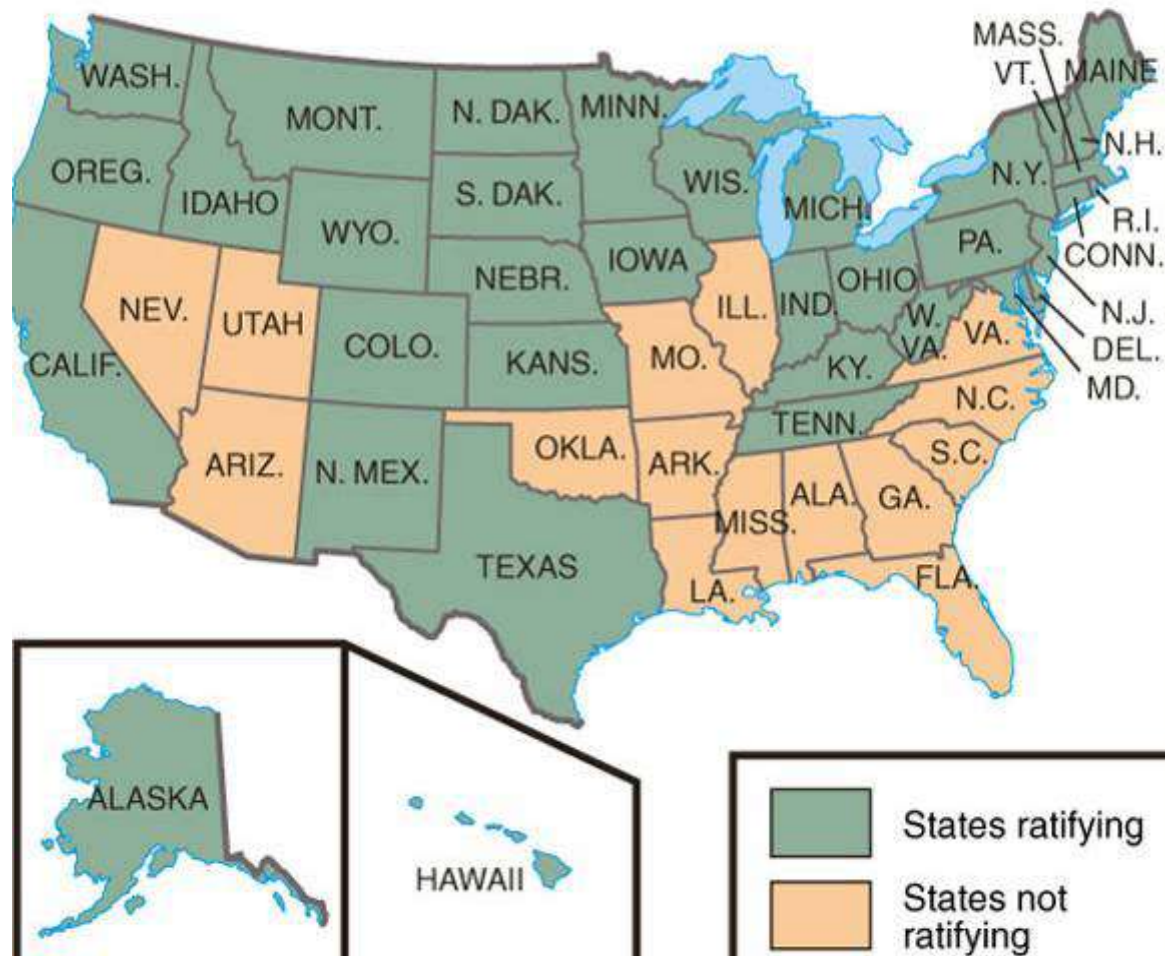
Betty Freidan
co-founded the
**National
Organization of
Women (NOW)**
to advocate for
women



The leader of the anti-ERA movement was Phyllis Schlafly who believed that women were protected by the Civil Rights Act

Feminists demanded an Equal Rights Amendment (ERA) to ban sexism

The ERA was defeated in the 1970s by conservatives & anti-ERA women



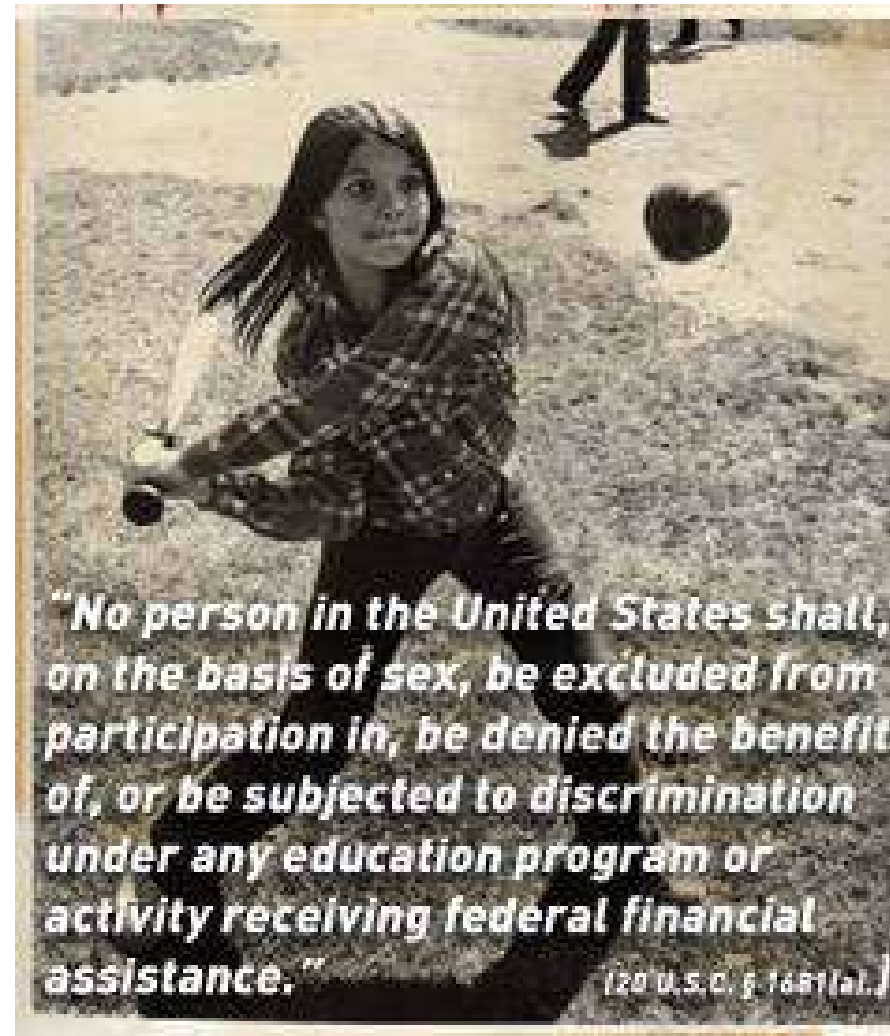
Pink Power

But, the women's movement did have successes

Gained abortion rights
in Roe v Wade (1973)

Congress passed Title VII
to protect women from
sexual harassment

Congress passed Title IX
that outlawed sexual
discrimination in
education programs



Green Power:
The Environmental
Movement

Green Power

Earth Day is celebrated each year on April 22. In 1962, biologist Rachel Carson published *Silent Spring* exposing the dangers of pesticides.

