

Taking Back The Narrative: Black Lives Matter

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**Abstract:**

As society moves into a digital age, activists and scholars alike are debating the effectiveness of social media on social movements. As a new area of study, there are few conclusions on if or how social media can bring effective social and political impact. Within the case study of Black Lives Matter this paper, through the review of literature and films from activists, journalists, historians, and media theorists, explores how social media has contributed to social movements. It critically explores traditional media's role in stealing and misrepresenting the African American narrative in order to establish Blacks as a dangerous "other". It examines the consequences of this stolen narrative, establishing how the Black criminal stereotype has plagued the African American community by justifying their second class citizenship. Lastly, it analyzes how social media, allowing them to control their perspective on events like police violence, has enabled the Black Lives Matter movement to regain the African American narrative. This in turn, has shown lasting social and political effects and proves that social media can be an effective tool for new age activism.