



LASALLECUNMUN

2025

GA

(General Assembly)

“Black Lives Matter:
The Role of Social
Media in Global
Mobilization and the
Fight Against
Racism”

Background Guide





Dear delegates,

I am Andrea Orozco Chávez, and I am thrilled to welcome you to LASALLECUNMUN 2025. It is a true honor to take part in this exhilarating debate as your president for the GENERAL ASSEMBLY committee this year. Our chair is conformed by Mónica Mainou, as moderator and Marilú Sosa as conference officer. The last time I participated in a model was a while ago, back when I was in second semester. Since then, I have come to realize the importance that this event truly has in our academic lives, and decided it was time to take a big step and continue developing debating and researching skills, while helping you fall in love with a topic you feel passionate about and immerse yourself in a world of information and knowledge, that will enrich you.

I am 17 years old and studying my fifth semester at Universidad La Salle Cancún, in the area of economic administration, hoping to develop myself in the area of finances and business professionally. But let me introduce myself a little bit better, outside of school I train basketball during the week, and play games on the weekends. I also enjoy reading and discovering new authors, from reading Agatha Christie to recently finishing my first Stephen King book. As much as I enjoy mystery from time to time, I always come back to watching rom-coms and series that sometimes come accompanied by Taylor Swift songs- she is one of my favorite singers, and along with Ed Sheeran, she inspired me to learn to play guitar. I have participated in the ULSACUNMUN 2023 as a delegate in Historical Security Council, this eye-opening experience inspired me to step outside of my comfort zone and taught me from problem solving, to debating skills. I soon realized I was glad to have taken part in this event, even though it was intimidating at first, I look back feeling accomplished and proud of what we are capable to do when setting our minds to it.

Therefore, my goal as president is to make you enjoy this experience and help you grow as a capable student and a confident person. Do not be afraid of speaking your mind, embrace new opportunities for leadership and personal development. I expect all delegates to challenge themselves to be fully informed about the topic and to be opened to new perspectives, as well as opinions. Feel free to reach out if you have any questions.

Best wishes to all of you,

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COMMITTEE DESCRIPTION

Established in 1945, the General Assembly occupies the central position as the chief deliberative, policymaking, and representative organ of the United Nations. It plays a central role in the process of standard-setting and the codification of international law. The UN General Assembly is the main policy-making organ of the Organization. Comprising all Member States, it provides a unique forum for multilateral discussion of the full spectrum of international issues covered by the Charter of the United Nations. Each of the 193 Member States of the United Nations has an equal vote.

Topic: “Black Lives Matter: The Role of Social Media in Global Mobilization and the Fight Against Racism”

INTRODUCTION

Racism is a form of discrimination that implies a series of harmful or violent activities against a group of people, which is why Black Lives Matter (BLM) has emerged as a social movement that fights against racism. The movement has been gradually evolving since 2013 and demands equal justice for every citizen and for them to be treated with dignity, because of police brutality in the United States, and the tendency for Black people to be more prone to be killed by police officers, than white people.

Protests began to arise, people started to unite, with one of the ways to promote their campaigns and organizations being social media. The impact social media has in our lives can be detrimental when not giving it a proper use, but it can also bring people together when being in unison for the same cause, especially when the cause that is being fought for is as important as people’s lives.

While this movement is positive in its essence, not every country had the same opinion or take on the situation, as the movement continued to evolve, it started to become a controversial topic for some.

HISTORICAL BACKGROUND

Back in North America people had the belief that different races should each develop their communities and live separately from one another.

Those who practiced racism classified races in a low or high status. While a low status meant limited opportunities, and even led to daily insults or exclusion from society, high status was defined by unrestricted civil rights and economic resources.

In the 18th century, slavery was based on racism and on the demeaning belief that those of African descent were less human beings, and justified their exploitation as the United States was being portrayed as a source of human freedom.

Human societies have slowly come to understand that racism is a wrong ideology, and promote awareness against racist activities by following the example of public policies, such as the Universal Declaration of Human Rights (UDHR), set by the United Nations in 1948, and declaring the condemnation of racial discrimination during the 1960s and 70s.

In 2013 the Black Lives Matter hashtag started taking place on social media, after Trayvon Martin- a black 17-year-old teenager was shot and killed by George Zimmerman; who was presumed innocent after stating that he was acting in self-defense. This and a series of other events led to discontent worldwide and Black Lives Matter Foundation Inc, was created in 2013, with the mission to intervene in violence inflicted against black communities, as well as eradicate the White Supremacy.

The deaths of individuals like Michael Brown, Eric Garner, Breonna Taylor, George Floyd- who was murdered by a police officer in 2020- catalyzed protests against discrimination. Although these tragic events occurred in the United States, it quickly turned into a global issue, and a variety of countries started to get themselves involved in the fight against racism, calling for reforms in criminal justice systems and reinforcing security and equality.

While racism may be difficult to eradicate, beliefs about human difference evolve and improve gradually as time passes, which is why the Black Lives Matter movement is so important, because although minds cannot be changed by laws, the process might be accelerated by a massive group of people looking out for one another, and be a source of inspiration to those who are afraid to speak for themselves.

CURRENT SITUATION

Racial discrimination is not something you can eradicate from one day to another, and history is the best ally to this statement. Back in 2020 people started to wonder how did a social media post suddenly turn into a global movement, and the reality is that up until this day the media is a great measure to starting a foundation or campaign, and Black Lives Matter has not being the exception, since the Black Lives Matter Global Network is registered in the US as a non- profit organization, inviting many other corporations to join the cause, as the protests quickly spread around UK, Europe, and Canada. The movement now includes an umbrella of different backgrounds and has turned into an international network.

People are expressing their concerns, as some of them believe that there is still a lot of work to be done and demand the action of supportive organizations that were created to address this matter, as it is known that the group raised around \$90million in contributions.

The discontent about what the money was allocated to, has been traduced into the Black Lives Matter Movement facing a financial crisis. However, some other people have stated that while not many changes have been implemented in their communities, they have noticed

a variety of people making changes in their personal lives, which could be attributed to the extended reach of social media and the global mobilization it has impulsed.

Rights experts called for reforms to end police brutality and systemic racism. In response to active protests and demands, the “George Floyd Justice in Policing act of 2024” has been enacted by the Senate and House of Representatives of the United States of America in Congress Assembled, with their main objective being to enhance existing enforcement mechanisms to remedy violations by law enforcement. The bill, among other things, does the following: prohibits discriminatory profiling and dictates the implementation of training necessary to prevent it, while realizing data collection on investigations and the monitoring of police misconduct, as well as, the forbiddance on the use of chokeholds and no-knock warrants.

In spite of policies being created the UN is still intervening in this matter, and their note published in April 2024 addressed the unraveling of slavery, in which they extended their interest on getting involved as the General Assembly marked the International Day for the Elimination of Racial Discrimination, observed on 21 March with performances and speeches, along with special events highlighting the Week of Solidarity with the People Struggling against Racism, including epic bravery stories in which citizens fought slavery, from South Africa to the state of Georgia in the United States.

Yolanda Renee King (granddaughter of Martin Luther King) participated in the previous mentioned events hosted by the UN and stated the following: “If you want to change, if you want to really do something, I think the best way to do that is holding our leaders accountable and bringing these issues up to them”. She was also asked about her grandfather's famous “I have a dream” speech, and she thinks that there has been some progress, however the dream hasn't been reached yet, and claimed that her relative would expect our society to be further along than we are right now.

Which is why one of the major historic achievements was the declaration of 2025 being the year of African reparations, as the UN addressed that the issues of colonization, extreme malnutrition, massive illiteracy and chronic disease are still being dealt with, and a tremendous amount of capital is required. Because as Yolanda Renee said- “we need to start taking action in order to move forward as a society, in order to improve and in order to be in the world which Martin Luther King described in that speech”.

COUNTRY BOX

Commonwealth of Australia
Democratic People's Republic of Korea
Dominion of Canada
Federal Republic of Germany
Federative Republic of Brazil
French Republic
Islamic Republic of Iran
Kingdom of Saudi Arabia
Kingdom of Sweden
Kingdom of the Netherlands
People's Republic of China
Republic of Hungary
Republic of Poland
Republic of Singapore
Republic of South Africa
Republic of Turkey
Russian Federation
United Arab Emirates
United Kingdom of Great Britain and Northern Ireland
United States of America

GUIDE QUESTIONS

- I. What consequences has your country faced as a result of the Black Lives Matter movement?
- II. What is your country's official stance on the Black Lives Matter movement, and how has it responded to related international and domestic demonstrations?
- III. How has your country either supported or opposed initiatives to address racial inequality? What specific policies have been implemented?
- IV. What is your country's perspective on the role of social media in shaping public opinion on racial justice issues? Has your government enacted any policies on social media content moderation or regulation?

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