

To determine the role of a piece of music in bring new participants into a movement, Rosenthal writes, "...we need to look at many facets of the music, not just the song itself but the variety of forms and activities that grow around it." (13)

Would "Where is the Love?" by The Black-eyed Peas recruit someone into involvement in a social movement? Particularly an anti-war movement?

According to Rosenthal, music can educate, recruit, and mobilize, and this song appears to be intended to do all of these.

The song is declaring that there is no love in the world. The images in the video show people coming together: for example, when they're driving the panel truck the little kids are following it. Also in various places the kids are mouthing the words "where is the love?" It's a diverse group of kids, and the adults shown in the song also are diverse in age and race. The images seem to be depicting a wide diversity of people who are drawn into their movement by their song, which they're broadcasting through the neighborhood through a loudspeaker.

Their song is often interpreted as an anti-war song because it was released shortly after the invasion of Iraq. Here is one stanza that seems relevant to that war:

"New days are strange, is the world insane
If love and peace is so strong
Why are there pieces of love that don't belong
Nations droppin' bombs
Chemical gasses fillin' lungs of little ones"

This song definitely is addressing war. But is it persuasive enough to recruit someone into an anti-war movement?