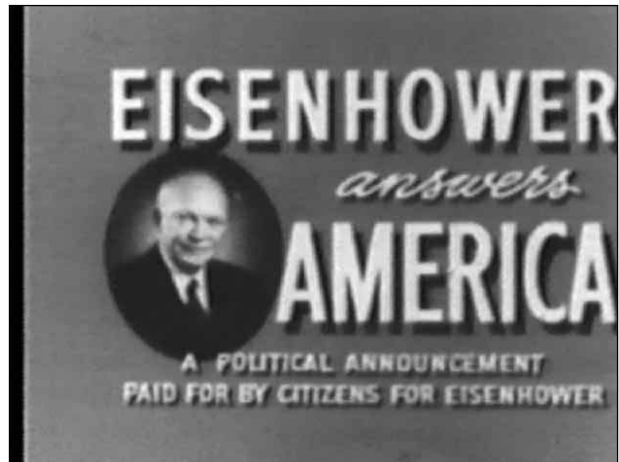


1952-1964: The Advent of Television

1960: Nixon-Kennedy Debate



1952: Nixon "Checkers" Speech



1952: "Eisenhower Answers America" TV Commercial



1964: Johnson "Daisy Girl" TV Commercial

Essay Question:

Discuss the impact of television on presidential campaigns. Use at least two of the documents listed above as examples to illustrate your points.

NAME:

Date:

Explain how Nixon's televised "Checkers" speech is credited with having saved his candidacy as Eisenhower's Vice President.

Describe Eisenhower's TV commercial from the 1952 presidential campaign and the messages it intended to communicate about the candidate.

Explain how the televised Nixon-Kennedy debates of 1960 influenced the election.

Describe Johnson's 1964 "Daisy Girl" TV commercial and the messages that it communicated about his opponent.
