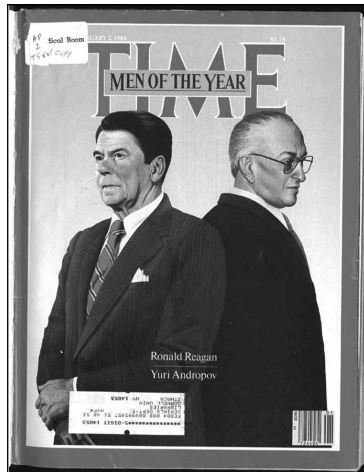


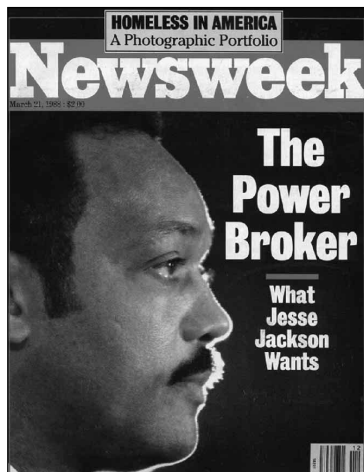
**1984-1992: Mass Marketing the Image**



1984: *Time* Cover of Reagan & Andropov



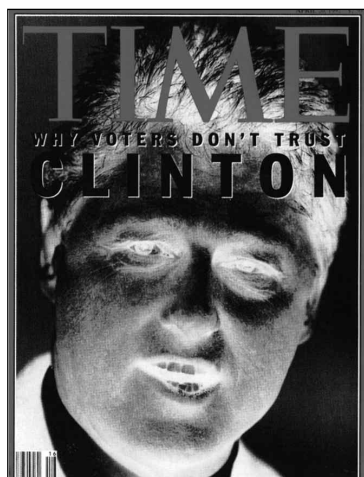
1984: Reagan "Bear in the Woods" TV Commercial



1988: *Newsweek* Cover of Jesse Jackson



1988: Bush "Revolving Door" TV Commercial



1992: *Time* Cover of Bill Clinton



1992: Bush "Arkansas" TV Commercial

**Essay Question:**

Discuss how fear was used in the media to persuade voters in the elections of 1984, 1988 and 1992. Use at least one example from each election year from the documents above.

**NAME:**

**Date:**

**Name two techniques Reagan’s media team used to portray the Soviet Union as dangerous in the “Bear in the Woods” commercial.**

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**Explain how the *Newsweek* cover suggested that Jesse Jackson could not win his party’s nomination for President even though he was a front-runner at the time.**

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**Describe how Bush’s “Revolving Door” TV commercial used fear to persuade people to vote against Michael Dukakis.**

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**List two ways in which the *Time* cover suggested fear of a Clinton presidency.**

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**List the ways in which Bush’s “Arkansas 2” TV commercial used sounds and images to instill fear in viewers.**

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