

2000-2004: Targeting the Spin



Brooks and Dunn at the Republican National Convention



Bush and Gore on *Saturday Night Live*

What Bill Can Do for AI

Gore has to have a big African-American majority to beat Bradley—and he needs Clinton to turn out the vote



Newsweek "What Bill Can Do For AI"

Gore Web Site (including "Pick Your Group" Pull-Down List)



Bush "Mi Familia" Television Commercial



John Kerry riding a motorcycle onto the Leno Show

Essay Question:

Discuss the ways in which modern campaigns use positive and/or negative spin techniques to market candidates for specific target groups. Use at least three of the above documents as examples.

NAME:**Date:**

Name at least three forms of media that were used during the 2000/2004 campaign.

Identify at least three different voting groups that were targeted by candidates during these campaigns.

List four techniques used by presidential campaigns to present positive spin for their candidate or negative spin for their opponents during the 2000/2004 campaigns.

Give two examples of how different media were used to appeal to different age groups in the 2000 & 2004 campaign.
