The Living Room Candidate

Name of Student

Name of Instructor

Name of Institution

Course

Date

**Positive message**

There are various campaign materials with positive and others with a negative message from the living room candidate website. The Daisy Girl campaign material has a positive message for the Americans. The voice that comes as the little girl tries to count the parts of the flower has a message of peace for the people of America. The voice brings the news that the president will bring peace and love, which will provide a good environment for children's growth (Young, 2020). Victory 2004 has a positive message explaining how the world is gaining freedom through democracies. The video displays President George Bush as one who can continue bringing freedom through democracy to overcome terrorism and hope to overcome hatred. The campaign material of Prouder, Stronger and Better in 1984 has a positive message showing the achievements of President Reagan and how his leadership is making the lives of American's smooth, urging the people to reelect him not to go back to where they were before his administration. The message is that Americans are prouder and stronger under President Reagan. The message in I Love the Government 1952 contains a positive note as it shows people supporting Eisenhower for President, who was the most admired candidate by most Americans (Taussig, 2018). The message is that Americans knew what they were doing and that Eisenhower was their best candidate over Stevenson.

**Negative message**

The Wolves 2004 campaign ad has a negative message as it shows Don Kerry and his congress as dangerous to Americans. The campaign is for George Bush, who exposes Don Kerry as one who weakens the defense of America, exposing them to terrorist attacks. The Bear in 1984 also contains a negative message where it shows the opponent of President Reagan to be as a dangerous bear roaming in the woods, and upon the appearance of President Reagan, the bear steps back (Franz, 2020). The Bear is a strategy for President Reagan to appear stronger than his opponent.

**References**

Young, N. B. (2020). Johnson versus Goldwater: The 1964 Presidential Election. *Journal of Arizona History*, *61*(1), 37-50.

Franz, M. (2020). Digital Collection: The Top Political Ads in American History. Advertising & Society Quarterly, 21(4).

Taussig, D. (2018). The Making of a President: How Presidential Candidates Become Who They Are in Biographical Campaign Materials. Atlantic Journal of Communication, 26(1), 16-31.