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 negative messages from the living room candidate website. 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 (Franz, 2020). 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 defence of America, exposing them to terrorist attacks. The voice in the commercial advert says, "In an increasingly dangerous world, even after the first terrorist attack in America, John Kerry and the liberty Congress are about to slash America's intelligence operations by six billion dollars cuts." The voice also says that the cuts would weaken America's defence system and that those behind it will weaken. The wolves represent the evil John Kerry and his congress. 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. The Daisy Girl (1964) ad contains a negative message. The voice that comes as the little girl tries to count the flower parts interrupts while counting the numbers from ten down to one. The voice threatens that if people do not love each other, they will die (Young, 2020). The advert meant to campaign for President Johnson on the 3rd of November threatens death if the people do not vote in Johnson as their president.

**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.