



Television Ads in US Presidential Campaigns Have a History of Exploiting Fear

By Julia Wehner

GRIN Verlag Mrz 2012, 2012. sonst. Bücher. Book Condition: Neu. 211x52x1 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2011 in the subject English Language and Literature Studies - Culture and Applied Geography, grade: 1,7, University of Duisburg-Essen, language: English, abstract: Election campaigns are common rituals in democracies. Politicians try to persuade voters in order to be elected. Therefore, political candidates usually make use of professional campaigning strategies that involve the television as the most important medium. Since the 1960s US presidential campaign ads on TV have been increasingly successful and cutting-edge. They sometimes were so convincing they even swung a decision. Over the last decades the predominant topics in US federal politics were the Cold War as well as national security and the US military. In 1964 the presidential election campaign was highly influenced by the escalating situation in Vietnam and the general disquiet caused by the arms race and nuclear weapons. The American psyche was collectively anxious about the latent atomic menace so it suggested itself to address fear in a presidential campaign ad. The Nixon campaign 1972 dealt with one of the genuine Republican topics: Military. Due to its success it was remade in two subsequent campaigns called Tank Ride in 1988 for...



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