

"We Will Bury You"

Contextualizing (Focus on when this commercial took place.)

- a. In what year did this commercial appear on TV? _____ The Republican candidate for President that year was _____ and the Democratic candidate was _____.
- b. What "war" is taking place at the time this commercial appeared on TV? _____

Close Reading (What do you see and hear in this commercial?)

- a. What words and/or images in the commercial stand out to you?
- b. In what country is the class with the teacher and the children? How do you know this?
- c. Who do you think the man is who is giving the speech? Why do you think this?
- d. Who is the man in the suit and wearing glasses who is talking toward the end of the commercial? How do you know this?
- e. One role of a political party is to educate the electorate about issues and where a candidate stands on those issues. What issue is the focus of this commercial? What message is the commercial is trying to send to the voters?
- f. Another role of a political party is to help its candidate win the election. Pretend you were a member of Barry Goldwater's campaign staff during this election. When watching the commercial from this perspective, what do you see or hear in the commercial that would help Goldwater in his attempt to be elected President?

3. Sourcing (Think about the viewpoint of the people who created this commercial.)

a. As a voter in a presidential election, you should consider the source of the information you see and hear during a campaign. What do you know about the source of this commercial? Answer the following questions:

Do you know who created this commercial? _____

Do you know who paid for this commercial? _____

Do you know who approved this commercial? _____

b. As a voter, you also should be able to detect bias in what you see and hear during a political campaign.

Is this commercial presenting a neutral or a biased view? _____ Explain how you know this (be sure to provide an example as a part of your explanation): _____

c. As a member of the electorate, remember to watch out for propaganda. Do you see any propaganda in this commercial? If so, identify both the example of propaganda that you see AND the type of propaganda it is (symbol, bandwagon, etc.).
