

"Peace Little Girl (Daisy)"

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Contextualizing (Focus on when this commercial took place.)

a. In what year did this commercial appear on TV? \_\_\_\_\_

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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. 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?

d. Another role of a political party is to help its candidate win the election. Pretend you were a member of Lyndon Johnson'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 Johnson in his attempt to be elected President?

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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? \_\_\_\_\_

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## Sourcing (continued)

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): \_\_\_\_\_

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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.)

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## Corroborating (Compare the 1964 commercials with the 2004 commercials.)

a. What similarities do you see between the 1964 commercials and the 2004 commercials?

b. What differences do you see between the 1964 commercials and the 2004 commercials?

c. From the perspective of a voter, which commercial do you find to be the most persuasive? Why?

d. From the perspective of a voter, which commercial do you find to be the least persuasive? Why?