

CLINTON 1996 RE-ELECTION

BILL CLINTON [IN VOICEOVER]

Let me say to you that I am honored to have been given the opportunity to stand up for the values and interests of ordinary Americans. My job as president is to take care of the American people. And I have done my best to take care of this country. We are safer. We are more secure. We are more prosperous. But in the end, what we stand for, the values we embrace, and the things we fight for will shape the future that we will all live with. If we hold out our hands in cooperation, but always stand up for what we know is right, this country's future will be even brighter than its brilliant past. It is our responsibility to make that happen.

Questions for writing and discussion:

1. What positive words are used?
2. How do these words contribute to the overall purpose and message of the ad?

REAGAN 1980

[images of crying, distressed, Vietnamese children]

MALE ANNOUNCER

Very slowly, one step at a time, the hope for world peace erodes. Slowly, we once slid into Korea—slowly, into Vietnam. And now, the Persian Gulf beckons.

[zoom in on portrait of Jimmy Carter]

ANNOUNCER

Jimmy Carter's weak, indecisive leadership has vacillated before events in Angola, Ethiopia, and Afghanistan. Jimmy Carter still doesn't know that it takes strong leadership to keep the peace. Weak leadership will lose it.

[Footage of the Republican National Convention. Supertext: July 17, 1980.]

RONALD REAGAN [IN FOOTAGE]

Of all the objectives we seek, first and foremost is the establishment of lasting world peace. We know only too well that war comes not when the forces of freedom are strong. It is when they are weak that tyrants are tempted. Four times in my lifetime, America has gone to war. . . [fades out]

ANNOUNCER

The message Ronald Reagan has carried to America is one of strength.

REAGAN

[Addressing camera. Supertext: October 19, 1980.]

Peace is made by the fact of strength-economic, military, and strategic. Peace is lost when such strength disappears, or, just as bad, is seen by an adversary as already disappearing.

[images of Reagan giving public addresses]

ANNOUNCER

The message Ronald Reagan has carried to America is one of restraint.

REAGAN [IN VOICEOVER]

I have repeatedly said in this campaign that I will sit down with the Soviet Union for as long as it takes to negotiate a balanced and equitable arms limitation agreement, designed to improve the prospects for peace.

[Reagan walking through throngs of military personnel]

ANNOUNCER

The message Ronald Reagan has carried to America is one of confidence.

REAGAN

Whatever else history may say about my candidacy, I hope it will be recorded that I appealed to our best hopes, not our worst fears; to our confidence, rather than our doubts; to the facts, not to fantasies. And these three—hope, confidence, and facts—are at the heart of my vision of peace.

[images of the Statue of Liberty]

ANNOUNCER

Strength, restraint, inspired leadership. The time is now: Reagan for president.

[Title: Reagan & Bush. Accompanied by portraits of each.]

Answer the following questions:

1. What negative words are used? What positive words?
2. Describe the placement of the words in the ad. What effect does this have?
3. How do these words contribute to the overall purpose of the ad?