



ISD Virtual Learning

US History

April 24, 2020



Sociology

Lesson: April 24, 2020

Objective/Learning Target: I can explain the Presidential election of 1960 and how it was one of the closest elections in Presidential history, also how television played a role in the campaign between Kennedy and Nixon.

Warm Up



Take a look at the campaign button to the left. Answer the opinion questions below about the button.

Why might JFK's campaign have selected this design?

What might they have intended to communicate to American voters?

Warm Up



Why might JFK's campaign have selected this design?

- **It looks very classic and clean that puts Kennedy as the feature**

What might they have intended to communicate to American voters?

- **A young, vibrant presidential candidate**

Warm Up

**Candidate, Primary, Convention,
Nomination, Campaign, Debate, Election,
Inauguration**

If you used one of these words in a conversation, what topic might you be talking about?

Warm Up

**Candidate, Primary, Convention,
Nomination, Campaign, Debate, Election,
Inauguration**

If you used one of these words in a conversation, what topic might you be talking about? **A US Presidential Election**

Learn Activity

Today you will be learning about JFK's road to the White House using the a JFK interactive Oval Office Map.



Learn Activity

Before going to the interactive map, write down the following questions on a piece of paper.

Q1. Who ran for vice president with John F. Kennedy?

- Hint: Click on the button on the president's desk, then click on the pin table

Q2. Listen to JFK's DNC Acceptance Speech and complete this sentence to find the theme of his campaign. "And we stand today..."

Q3. Describe your favorite button.

- Hint: Click on the button on the president's desk, then click on the pin table

Q4. Who were the candidates in the 1960 presidential debates?

- Hint: campaign buttons; television – jingle, debates, speeches

Q5. Click on the typewriter to find a file with a memo from Clark M. Clifford. Write the name of the candidate he thought won the first televised debate.

- Source: Clark M. Clifford memo to JFK

Q5. What do you notice about Nixon?

- Source: debate excerpts (television program #9, #10)

Q6. What do you notice about Kennedy?

- Source: Television programs -- campaign ads, speeches, and debate excerpts #9

Q7. How can you tell it was a close election?

- Source: "Election Results: 1960" Map

Learn Activity

Now use the [JFK Oval Office Interactive Map](#) to answer the questions on the last slide.

The next slide will have answers.



Learn Activity

Before going to the interactive map, write down the following questions on a piece of paper.

Q1. Who ran for vice president with John F. Kennedy?

- Johnson

Q2. Listen to JFK's DNC Acceptance Speech and complete this sentence to find the theme of his campaign. "And we stand today..."

- On the edge of a new frontier

Q3. Describe your favorite button.

- Answers will vary

Q4. Who were the candidates in the 1960 presidential debates?

- Richard Nixon and John F. Kennedy

Q5. Click on the typewriter to find a file with a memo from Clark M. Clifford. Write the name of the candidate he thought won the first televised debate.

- JFK

Q5. What do you notice about Nixon?

- Answers will vary

Q6. What do you notice about Kennedy?

- Answers will vary

Q7. How can you tell it was a close election?

- The popular votes were: JFK – 34, 227,096; Nixon – 34,108,546. The Electoral College votes were: JFK – 303; Nixon – 219

Practice

We are currently in an election year of 2020 with the incumbent, President Donald Trump, and the presumptive Democratic Nominee, Vice President Joe Biden.

In a journal-type writing, consider and answer the following questions:

- Have you seen any campaign efforts from President Trump or VP Biden?
 - If yes, have you found any of them effective?
- How do you think presidential candidates could best persuade people to vote for them?