

Political Parties, Voting, and the Media

Student's Name

Institutional Affiliation

### Week Five Discussion: Political Parties, Voting, and the Media

For this assignment, I examined three impactful political commercials from "The Living Room Candidate" and analyzed their content, intent, and influence on voter decisions.

Additionally, I explored the role of media in shaping political ideology and party identification.

#### **Commercial 1: "Morning in America" (1984)**

**Political Party Influence:** This commercial was produced by the Republican Party. Its content reflected the party's optimistic message about the country's progress under Ronald Reagan's leadership.

**Intent of the Message:** The commercial aimed to instill a sense of pride and positivity among viewers, reinforcing the idea that re-electing Reagan would continue this prosperous trend. **Impact on Voter Decisions:** By highlighting economic improvements and a hopeful future, the ad appealed to voters' desire for stability and growth, likely swaying undecided voters to support Reagan.

#### **Commercial 2: "Daisy" (1964)**

**Political Party Influence:** Created by the Democratic Party, this commercial was designed to evoke fear about the potential consequences of a nuclear war under Republican candidate Barry Goldwater.

**Intent of the Message:** The primary objective was to cast doubt on Goldwater's suitability as a leader, emphasizing the dangers of electing someone perceived as aggressive.

Impact on Voter Decisions: The ad's emotional impact, combined with its stark imagery, likely heightened voters' anxieties, influencing them to vote for Lyndon B. Johnson as a safer choice.

### **Commercial 3: "Yes We Can" (2008)**

- **Political Party Influence:** This commercial was produced by the Democratic Party to support Barack Obama's presidential campaign. It leveraged his message of hope and change.
- **Intent of the Message:** The commercial sought to inspire and mobilize voters, particularly young and minority groups, by portraying Obama as a unifying and progressive leader.
- **Impact on Voter Decisions:** By incorporating diverse voices and a hopeful tone, the ad likely energized the base and attracted new voters who resonated with the call for change.

### **Media's Role in Shaping Political Ideology and Party Identification**

Media, including political commercials, play a crucial role in shaping political ideologies and party identification. By repeatedly exposing viewers to specific narratives and emotional appeals, media can reinforce existing beliefs or persuade individuals to adopt new viewpoints. This phenomenon underscores the media's power in influencing voter behavior and the broader political landscape.

Analyzing these commercials reveals political parties' strategic use of emotional and logical appeals to influence voter decisions. Understanding these techniques helps us become

more discerning consumers of political content and highlights the media's significant role in shaping our political beliefs.