

**Topic:** The Media

**What the students do:** Explore, analyze, and evaluate the historical uses of advertising slogans in electoral campaigns.

**CA History-Social Science Standards:** 12.6.3, 12.8.2

**CMS Proven Practices:** 1, 2, 6

**Thanks to:** [The Center for Civic Education](#) and [Arsalyn](#)

## Slogans in Presidential Elections

### Overview

From *Tippecanoe and Tyler Too* to *Yes, We Can*, students will trace the development and use of slogans in presidential elections in the United States. The lesson allows students to compare slogans that are issue-related to those that are more generic. Students are then asked to analyze how these types of slogans are used and the effects they are meant to have on voters.

### Objectives

Students will be able to

- define the term *slogan* and categorize at least three different types;
- analyze the evolution of slogans in presidential elections from 1840 to today;
- describe the relevance of the slogans to the issues of the day; and
- explore how the development of new media types impacted the type of slogan used in presidential elections.

### Materials/Preparation

#### Teacher Resources

- Teacher Resource 1
- Teacher Resource 2

#### Student Handouts

- Student Handout 1
- Student Handout 2

### Procedure

1. *Introduce the lesson.* Begin the lesson by giving students five advertising slogans and asking them to identify either the product or company associated with them. Then give the students five additional advertising slogans, this time, as incomplete sentences, and see how quickly they are able to complete them and identify their source. A list of common advertising slogans has been provided in Teacher Resource 1. However, the teacher should feel free to use any advertising slogans he or she feels the students would be able to identify quickly.

Ask students the following questions:

- What are these “phrases” commonly known as? (They should be able to immediately categorize them as slogans or taglines).
- Why are they so easily recognizable? Students should suggest things like: their repetition on TV or radio, often accompanied by an image or a song/melody, etc.
- What is the definition of a slogan? (1) A war cry; (2) a brief, attention-getting phrase used in advertising or promotion; (3) a word or phrase used to express a characteristic position, stand, or goal to be achieved—a motto.

2. *Transition.* How else are slogans used? Ask student to give categories of slogans and an example of each of these non-ad slogans. (i.e., social issues: anti-drugs, anti-violence, healthier living, cleaner environment, etc.; political issues: legislation, anti-war, anti-tax, campaigns, etc.). Share the following slogans with students and ask if they can identify them in American History.

- Remember the Alamo (battle cry at the Battle of San Jacinto)
- Remember the Maine (rallying cry during the Spanish-American War)
- Remember Pearl Harbor (both a slogan and a song to encourage patriotism and sacrifice during WWII)
- Lips That Touch Liquor Must Never Touch Mine (slogan of the Anti-Saloon League)
- Make Love, Not War (against the Vietnam War)
- Black Is Beautiful (political slogan of a cultural movement in the 1960s by African Americans)
- The Buck Stops Here (a phrase from President Harry S. Truman in reference to government accountability)
- Any similar phrase the students might like to add.

3. *Slogans and Elections.* During an election season, slogans can be used by:

- a political party. For example, in the 1946 congressional elections, “Had enough?” was used by the Republican Party, which had been out of power since 1930 and was asking voters if they were tired of Democrats.
- a group trying to convey a message to politicians and voters. For example, in the 1960s, an anti-Vietnam War and anti-Lyndon B. Johnson slogan was “Hey, Hey, LBJ, how many kids you kill today?”
- a particular candidate. In 1952, John F. Kennedy’s senatorial race slogan was, “He can do more for Massachusetts.” Sometimes candidates adjust terms from everyday advertisements. In 2006, “Got Guv?” was a play on the “Got Milk?” ads. Jim Oberweis, a dairy owner, used this in his campaign for Illinois governor.

Ask students to recall any political slogans used in elections either from their own lifetime or from history.

Ask students to briefly discuss why slogans have been used this way in the political arena. Do they see these as a help or hindrance to the political process? This discussion should be very brief, as they will get to talk about this more after their activity.

4. *Slogans in Presidential Campaigns.* Certainly slogans have been used in presidential races. Ask students if they know the current slogan used by the Obama Campaign (Forward) and the Romney Campaign (Believe in America)?
  - Tell students they are going to complete the activity, “What’s in a Slogan?” Student Handout 1 has a list of 72 slogans used in 36 presidential campaigns from 1840 to 2012.
  - Divide the class into 12 small groups of 2 or 3 (depending on the size of the class). Distribute Student Handout 2 (the directions for the activity). Give each group a set of slogans as divided in Teacher Resource 2. Each group will be responsible for determining the relevance of the slogans assigned to the campaign by identifying the historical, social, and/or economic context of the phrase. For example, what was the relevance of “Tyler and Texas” to the 1840 campaign of William Henry Harrison? What did the slogan reveal about the campaign? The time period? What perception, if any, do you have of the voting populace?
    - i. You, the teacher, will need to determine how much time students have to complete this task, perhaps one or two nights. Or you may use this opportunity to work with a librarian to set up research time.
  - Once the groups have completed their assignment, each group, in chronological order of election year, should share its findings with the class. All students should take notes on the presentations.
  - Upon completion of the presentations, randomly re-divide the class into new groups of 4 or 5, (depending on the size of the class). The new groups will try to analyze the evolution of the slogans over the 36 presidential elections by answering the questions given in Student Handout 2.
  - Ask each group to share their answers with the class and allow for a discussion to unfold based on their responses.
5. *Concluding the lesson.* Ask the class to examine the slogans of the current presidential campaign (based on when you do this lesson, please add any additional slogans that surface during this campaign season). Use the following questions to hold a discussion:
  - What specific issues are linked to any of these slogans?
  - What kind of reaction and or emotions are these slogans supposed to elicit?

- How are these slogans similar to the ones of the mid-to-late 1800s? How are they different from the ones of the mid-to-late 1800s?
- Is the use of slogans beneficial or harmful in the political campaign? Explain your answer.
- If you could develop a new slogan for each or either of the candidates, what would it be and why?

## Teacher Resource 1: Advertising Slogans

The table below contains some of the most common advertising slogans paired with the product or company they represent. Use this list to create the two sets needed for beginning the lesson. Some of these lend themselves better to “*complete the phrase*” while others are best used to “*identify the product/company.*” The choices, of course, are not limited to this list, and you may choose to substitute others more recognizable to your students.

<b>Slogan</b>	<b>Product/Company</b>
Taste the Rainbow	Skittles
It's the Real Thing	Coca-Cola
It Gives You Wings	Red Bull
Let Your Fingers Do the Walking	Yellow Pages
Be All You Can Be	U.S. Army
Like a Rock	Chevy
Because You're Worth It	L'Oréal
Diamonds Are Forever	DeBeers
M&Ms Melt in your mouth, not in your hands	M&Ms
Just Do It	Nike
Breakfast of Champions	Wheaties
Reach Out and Touch Someone	AT&T
Think Different	Apple (computers)
Do You...Yahoo!?	Yahoo
Between Love and Madness Lies Obsession	Calvin Klein
Got Milk?	CA Milk Processor Board
Have It Your Way	Burger King
Eat Fresh	Subway
M'm M'm Good	Campbell's Soup
Pizza Pizza!	Little Caesars
Can you hear me now? Good.	Verizon Wireless
Buy it. Sell it. Have it.	eBay
There are some things money can't buy. For everything else, there's MasterCard.	MasterCard

### Student Handout 1: Presidential Campaign Slogans

The following table contains 72 political slogans used in 36 presidential campaigns between 1840 and 2012. This list is by no means exhaustive of all the slogans used during this time period.

<b>Election Year</b>	<b>Candidate</b>	<b>Campaign Slogan</b>
1840	William Henry Harrison	Tippecanoe and Tyler Too
1840	William Henry Harrison	Tyler and Texas
1844	James K Polk	54-40 or Fight
1844	James K Polk	Reannexation of Texas and Reoccupation of Oregon
1844	Henry Clay	Who is James K Polk?
1848	Zachary Taylor	For President of the People
1852	Franklin Pierce	We Polked you in '44, We shall Pierce you in '52
1856	John C. Fremont	Free Soil, Free Labor, Free Speech, Free Men, and Fremont
1860	Abraham Lincoln	Vote Yourself a Farm
1864	Abraham Lincoln	Don't swap horses in the middle of the stream
1868	Ulysses S. Grant	Vote as you Shot
1872	Ulysses S. Grant	Grant us another term
1872	Ulysses S. Grant	Grant beat Davis—Greeley bailed him
1884	Grover Cleveland	Blaine, Blaine, James G. Blaine, The Continental Liar from the State of Maine
1884	James Blaine	Ma, Ma, Where's My Pa?
1884	James Blaine	Rum, Romanism and Rebellion
1888	Benjamin Harrison	Rejuvenate Republicanism
1888	Benjamin Harrison	Grandpa's hat fits Ben
1896	William McKinley	Patriotism, Protection and Prosperity
1900	William McKinley	A Full Dinner Pail
1916	Woodrow Wilson	He kept us out of war
1920	Warren G. Harding	Return to Normalcy
1920	Warren G. Harding	Cox and Cocktails
1924	Calvin Coolidge	Keep Cool with Coolidge
1928	Herbert Hoover	A chicken in every pot (and a car in every garage)
1928	Herbert Hoover	Hoo but Hoover
1932	Anti-incumbent	Hoover we trusted—now we're busted
1932	Herbert Hoover	We're turning the corner

1932	Franklin D. Roosevelt	I propose (to the American People) a New Deal
1936	Franklin D. Roosevelt	Remember Hoover
1936	Franklin D. Roosevelt	Sunflowers die in November
1936	Alfred Landon	Let's make it a Landon-slide
1936	Alfred Landon	Defeat the New Deal and its Reckless Spending
1940	Wendell Willkie	Roosevelt for ex-president
1940	Wendell Willkie	Washington wouldn't, Grant couldn't, Roosevelt shouldn't
1948	Harry S Truman	Give 'Em Hell Harry
1952	Dwight D. Eisenhower	I like Ike
1956	Dwight D. Eisenhower	Peace and Prosperity
1956	Dwight D. Eisenhower	We still like Ike
1960	Richard Nixon	For the future
1960	John F. Kennedy	A Time for Greatness
1960	John F. Kennedy	Go all the way with JFK
1964	Lyndon B Johnson	The stakes are too high for you to stay at home
1964	Barry Goldwater	In your heart you know he is right
1968	Richard Nixon	Nixon's the One
1968	Eugene McCarthy	Go clean for Gene
1976	Gerald Ford	He is making us proud again
1976	Jimmy Carter	Not Just Peanuts
1976	Jimmy Carter	A Leader for Change
1980	Ronald Reagan	Are you better off than you were four years ago?
1984	Ronald Reagan	It's morning again in America
1984	Walter Mondale	America Needs a Change
1988	George Bush	Kinder, Gentler Nation
1992	Bill Clinton	Don't stop thinking about tomorrow
1992	Bill Clinton	Putting People First
1992	Ross Perot	Ross for Boss
1996	Bill Clinton	Building a Bridge to the 21 <sup>st</sup> Century
1996	Bob Dole	The Better Man for a Better America
2000	Al Gore	Prosperity and Progress
2000	Al Gore	Prosperity for America's families

2000	George W. Bush	Compassionate Conservatism
2000	George W. Bush	Leave no child behind
2000	George W. Bush	Real plans for real people
2000	George W. Bush	Reformer with results
2004	Ralph Nader	Government of, by, and for the people...Not the monied interests
2004	George W. Bush	Yes, America Can!
2008	John McCain	Country First
2008	Barack Obama	Change We Can Believe In
2008	Barack Obama	Change We Need
2008	Barack Obama	Hope
2008	Barack Obama	Yes, We Can!
2012	Barack Obama	Forward
2012	Mitt Romney	Believe in America



## Teacher Resource 2: Presidential Campaign Slogans

The following table contains 72 political slogans used in 36 presidential campaigns between 1840 and 2012. This list is by no means exhaustive of all the slogans used during this time period.

Student Handout 1 contains the following list. This teacher resource version of the list suggests the assignments for the small group research of this activity.

Group Assignment	Election Year	Candidate	Campaign Slogan
Group 1	1840	William Henry Harrison	Tippecanoe and Tyler Too
Group 1	1840	William Henry Harrison	Tyler and Texas
Group 1	1844	James K. Polk	54-40 or Fight
Group 1	1844	James K. Polk	Reannexation of Texas and Reoccupation of Oregon
Group 1	1844	Henry Clay	Who is James K Polk?
Group 2	1848	Zachary Taylor	For President of the People
Group 2	1852	Franklin Pierce	We Polked you in '44, We shall Pierce you in '52
Group 2	1856	John C. Fremont	Free Soil, Free Labor, Free Speech, Free Men, and Fremont
Group 2	1860	Abraham Lincoln	Vote Yourself a Farm
Group 2	1864	Abraham Lincoln	Don't swap horses in the middle of the stream
Group 3	1868	Ulysses S. Grant	Vote as you Shot
Group 3	1872	Ulysses S. Grant	Grant us another term
Group 3	1872	Ulysses S. Grant	Grant beat Davis—Greeley bailed him
Group 3	1884	Grover Cleveland	Blaine, Blaine, James G. Blaine, The Continental Liar from the State of Maine
Group 3	1884	James Blaine	Ma, Ma, Where's my Pa?
Group 3	1884	James Blaine	Rum, Romanism and Rebellion
Group 4	1888	Benjamin Harrison	Rejuvenate Republicanism
Group 4	1888	Benjamin Harrison	Grandpa's hat fits Ben
Group 4	1896	William McKinley	Patriotism, Protection and Prosperity
Group 4	1900	William McKinley	A Full Dinner Pail
Group 4	1916	Woodrow Wilson	He kept us out of war

Group 5	1920	Warren G. Harding	Return to Normalcy
Group 5	1920	Warren G. Harding	Cox and Cocktails
Group 5	1924	Calvin Coolidge	Keep Cool with Coolidge
Group 5	1928	Herbert Hoover	A chicken in every pot (and a car in every garage)
Group 5	1928	Herbert Hoover	Hoo but Hoover
Group 6	1932	Antiincumbent	Hoover we trusted—now we're busted
Group 6	1932	Herbert Hoover	We're turning the corner
Group 6	1932	Franklin D. Roosevelt	I propose (to the American People) a New Deal
Group 6	1936	Franklin D. Roosevelt	Remember Hoover
Group 6	1936	Franklin D. Roosevelt	Sunflowers die in November
Group 6	1936	Alfred Landon	Let's make it a Landon-slide
Group 6	1936	Alfred Landon	Defeat the New Deal and its Reckless Spending
Group 7	1940	Wendell Willkie	Roosevelt for ex-president
Group 7	1940	Wendell Willkie	Washington wouldn't, Grant couldn't, Roosevelt shouldn't
Group 7	1948	Harry S Truman	Give 'Em Hell, Harry
Group 7	1952	Dwight D. Eisenhower	I like Ike
Group 7	1956	Dwight D. Eisenhower	Peace and Prosperity
Group 7	1956	Dwight D. Eisenhower	We still like Ike
Group 8	1960	Richard Nixon	For the future
Group 8	1960	John F. Kennedy	A Time for Greatness
Group 8	1960	John F. Kennedy	Go all the way with JFK
Group 8	1964	Lyndon B. Johnson	The stakes are too high for you to stay at home
Group 8	1964	Barry Goldwater	In your heart, you know he is right
Group 9	1968	Richard Nixon	Nixon's the One
Group 9	1968	Eugene McCarthy	Go clean for Gene
Group 9	1976	Gerald Ford	He is making us proud again
Group 9	1976	Jimmy Carter	Not Just Peanuts

Group 9	1976	Jimmy Carter	A Leader for Change
Group 9	1980	Ronald Reagan	Are you better off than you were four years ago?
Group 10	1984	Ronald Reagan	It's morning again in America
Group 10	1984	Walter Mondale	America Needs a Change
Group 10	1988	George Bush	Kinder, Gentler Nation
Group 10	1992	Bill Clinton	Don't stop thinking about tomorrow
Group 10	1992	Bill Clinton	Putting People First
Group 10	1992	Ross Perot	Ross for Boss
Group 10	1996	Bill Clinton	Building a Bridge to the 21 <sup>st</sup> Century
Group 10	1996	Bob Dole	The Better Man for a better America
Group 11	2000	Al Gore	Prosperity and Progress
Group 11	2000	Al Gore	Prosperity for America's families
Group 11	2000	George W. Bush	Compassionate Conservatism
Group 11	2000	George W. Bush	Leave no child behind
Group 11	2000	George W. Bush	Real plans for real people
Group 11	2000	George W. Bush	Reformer with results
Group 12	2004	Ralph Nader	Government of, by, and for the people...Not the monied interests
Group 12	2004	George W. Bush	Yes, America Can!
Group 12	2008	John McCain	Country First
Group 12	2008	Barack Obama	Change We Can Believe In
Group 12	2008	Barack Obama	Change We Need
Group 12	2008	Barack Obama	Hope
Group 12	2008	Barack Obama	Yes, We Can!
Not used at this time	2012	Barack Obama	Forward
Not used at this time	2012	Mitt Romney	Believe in America

## **Student Handout 2: What's in a Slogan?**

You will complete the following activity: *What's in a Slogan?* by working in two distinct and different groups of classmates. Please follow the directions given here and by your teacher.

1. The class will be divided into 12 small groups of 2 or 3. Your teacher will assign each group a set of slogans from Student Handout 1. Your group will be responsible for determining the relevance to the election of the slogans assigned to you. You will do that by identifying the historical, social, and/or economic context of the phrase. For example, what was the relevance of "Tyler and Texas" to the 1840 campaign of William Henry Harrison? What did the slogan reveal about the campaign and the time period? What perception, if any, does this give you of the voting populace? The teacher will let you how long you have to complete this part of the activity.
2. Once all the groups have completed their assignment, each group, in chronological order of election year, will share its finding with the class. All students should be taking notes on the presentations.
3. Upon completion of the presentation, the teacher will randomly re-divide the class into new groups of 4 or 5. In your new group, you will try to analyze the evolution of the slogans over the 36 presidential elections by answering the following questions:
  - What similarities do you see among the slogans? What common characteristics do they share?
  - What differences do you see among the slogans? Are any of these differences substantive in nature? Please explain.
  - If you were a voter during any of these time periods, which slogans do you believe would be directly related to major issues of the time?
  - What kind of reactions or emotions do you think these slogans were trying to produce?
  - What impact, if any, do you think the physical growth of the United States has had on use of slogans?
  - What impact, if any, do you think the development of various forms of media has had on the creation and use of slogans?
4. Each group will share their answers with the class. A discussion should unfold based on your responses.