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Period: \_\_\_\_\_

The Selling of the President 1968

1. Referring to the first two paragraphs of the text, explain why the author says politics and advertising are con games.

2. What does the author mean by “psychological purchase in line 13?

3. Why has the shaping of a candidate’s image taken the place of conflicting points of view?

4. In lines 26-27, explain the analogy used by McGinnis.

5. In lines 62-70, what is the purpose of the italics? How does this support the author’s purpose?

6. According to liens 45-54, how does the title of the article highlight what Nixon has to accomplish after the 1960 debate?

7. In lines 72-76, what is being distorted and what is being controlled? What additional evidence in this document does the author give?

8. In lines 90-91, the author says that they’re not building a President, but an Astrodome. What does he mean by that? Support your answer with evidence from the text.