



#9606

GREAT AMERICAN SPEECHES: 80 YEARS OF POLITICAL ORATORY: PROGRAM THREE

FILMS FOR THE HUMANITIES & SCIENCES, 1995
Grade Levels: 10-13+
50 minutes

DESCRIPTION

Political oratory in the mid-twentieth century includes Joseph Welch at the Army-McCarthy senate hearings (1954), the Khrushchev-Nixon "kitchen debate" (1957), and Hubert Humphrey at a political rally (1960). Archival film footage and insightful commentary create a historical perspective of the 1950s.



ACADEMIC STANDARDS

Subject Area: United States History - Era 9 - Postwar United States (1945 to early 1970s)

- ★ Standard: Understands domestic policies in the post-World War II period
 - Benchmark: Understands the role of McCarthyism in the early Cold War period (e.g., the rise of McCarthyism, the effect of McCarthyism on civil liberties, and McCarthy's fall from power; the connection between post-war Soviet espionage and internal security and loyalty programs under Truman and Eisenhower) (See Instructional Goal #3.)

Subject Area: Language Arts - Media

- ★ Standard: Understands the characteristics and components of the media
 - Benchmark: Understands how the type of media affects coverage of events or issues (e.g., how the same event is covered by the radio, television, and newspapers; how each medium shapes facts into a particular point of view; how limitations and advantages of various media affect coverage of events) (See Instructional Goals #2, 4 and 5.)

Subject Area: Civics - How Does the Government Established by the Constitution Embody the Purposes, Values, and Principles of American Democracy?

- ★ Standard: Understands what is meant by "the public agenda," how it is set, and how it is influenced by public opinion and the media
 - Benchmark: Understands the ways in which television, radio, the press, newsletters, and emerging means of communication influence American politics; and understands the extent to which various traditional forms of political persuasion have been replaced by electronic media (See Instructional Goal #1.)

INSTRUCTIONAL GOALS

1. To introduce ways in which television and radio influence American politics.
2. To depict how Nixon used a television address to win the Republican vice-presidential nomination.
3. To describe how Joseph Welch discredited Joseph McCarthy in the televised hearings.
4. To introduce the background behind the Khrushchev-Nixon post-Kitchen Debate.
5. To depict the role media played in Hubert Humphrey's loss of the Democratic presidential nomination to John F. Kennedy.

VOCABULARY

- | | |
|-------------------|----------------------|
| 1. corruption | 11. slander |
| 2. communism | 12. surveillance |
| 3. smearing | 13. cold war |
| 4. broadcast | 14. capitalism |
| 5. resignation | 15. extemporaneously |
| 6. incidentally | 16. frankly |
| 7. crooks | 17. direct delivery |
| 8. nominee | 18. subsidized |
| 9. appropriations | 19. agriculture |
| 10. hearings | |



BEFORE SHOWING

1. Review the history of the cold war. Consider Nixon's bid for vice president, Joseph McCarthy, Khrushchev, and Hubert Humphrey and John F. Kennedy vying for the Democratic presidential nomination.
2. List pros and cons of television coverage in political campaigns and other political activity.

AFTER SHOWING

► Discussion Items and Questions

1. How did Nixon and Eisenhower's role in the 1952 presidential campaign differ? What was the significance of Nixon's televised self-defense as a vice-presidential candidate? What was his wife's role?
2. Why did people initially believe McCarthy? How did Joseph Welch discredit McCarthy? How did television influence the hearings? What was the final outcome for McCarthy?
3. What was the furor over Sputnik? How did Congress respond?
4. What was the exhibition in Moscow? What was the debate between Khrushchev and Nixon about? How did the language barrier influence their communication?
5. What was the difference between Humphrey and Kennedy's use of media in their campaigns? How did the use of television put Humphrey at a disadvantage? How did Kennedy change future campaigns?
6. What was Humphrey's objective in speaking to farmers in Wisconsin? How did he try to appeal to them? How successful was his address?

► Applications and Activities

1. Research the speakers including time period, background, and personal information. Consider using the Speech Archives and Trivia sections of the video's Web site. (See Related Resources.)
 - a. Richard Nixon
 - b. Joseph Welch
 - c. Joseph McCarthy
 - d. Hubert Humphrey
 - e. Nikita Khrushchev
2. Using modern media where appropriate, devise a media strategy to one of the following situations:
 - a. Campaign for Hubert Humphrey's presidential election in 1960.
 - b. Campaign against Richard Nixon for vice-president in 1952.
 - c. To stop the McCarthy hearings.
 - d. To inform Russian citizens about the benefits of democracy.
3. Evaluate a modern use of media in a political campaign for a candidate or an issue. Consider how media is used to entice, convince, and call to action.



RELATED RESOURCES



- [Great American Speeches: 80 Years of Political Oratory: Program One #9607](#)
- [Great American Speeches: 80 Years of Political Oratory: Program Two #9608](#)
- [Great American Speeches: 80 Years of Political Oratory: Program Four #9605](#)



World Wide Web

The following Web sites complement the contents of this guide; they were selected by professionals who have experience in teaching deaf and hard of hearing students. Every effort was made to select accurate, educationally relevant, and "kid safe" sites. However, teachers should preview them before use. The U.S. Department of Education, the National Association of the Deaf, and the Captioned Media Program do not endorse the sites and are not responsible for their content.

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- **GREAT AMERICAN SPEECHES: 80 YEARS OF POLITICAL ORATORY**

<http://www.pbs.org/greatspeeches/>

This official website for the video includes an extensive speech archive, American History Challenge scored on-line, and trivia regarding selected speakers from the series. Students can write political speeches, evaluate their skill for reading a speech off a teleprompter, and critique a political speech. The teacher section provides lesson plans specifically related to the video.

- **THE AMERICAN PRESIDENCY: A GLORIOUS BURDEN**

<http://americanhistory.si.edu/presidency/home.html>

This Smithsonian subsite has extensive materials regarding presidential campaigns and presidencies. With extensive teacher's guides for middle school through high school students, this site includes lesson plans, on-line interactive lessons, and a thorough list of related links.



- **THE MEDIA HISTORY PROJECT**

<http://www.mediahistory.umn.edu/index2.html>

A comprehensive site that explores the effect of media throughout history. Includes an interactive timeline and on-line timeline quiz, in addition to resources for the classroom and an extensive listing of links.

- **CIVITAS INTERNATIONAL**

<http://www.civnet.org/>

This searchable site promotes civic education. It has resources for students and teachers including curricular materials, documents (copies of documents and speeches), and related links.

