

Name: \_\_\_\_\_

The Election of 1964 Video Guide

Big Idea Questions	Guided Notes	Areas of Concern
<p>What Korean War General wanted to use nuclear weapons on China?</p> <p>Why was Goldwater's slogan a pun on words?</p>	<p style="text-align: center;"><b>The Candidates</b></p> <ul style="list-style-type: none"><li>☞ Lyndon B. Johnson (Democratic nominee)<ul style="list-style-type: none"><li>☞ VP under JFK</li><li>☞ Sworn in on November _____</li><li>☞ Advocated _____ government</li></ul></li><li>☞ Barry Goldwater (Republican nominee)<ul style="list-style-type: none"><li>☞ Senator from Arizona</li><li>☞ Favored _____</li><li>☞ Not afraid of using _____</li><li>☞ <i>The Conscience of a Conservative</i> (1960)</li></ul></li></ul> <p style="text-align: center;"><b>The Campaign</b></p> <ul style="list-style-type: none"><li>☞ LBJ campaigned on The "Great Society"<ul style="list-style-type: none"><li>☞ Focused on _____</li></ul></li><li>☞ Barry Goldwater campaigned on anti-New Deal and anti-Great Society<ul style="list-style-type: none"><li>☞ Anti-liberal programs</li><li>☞ "In your heart, you know he's _____"</li><li>☞ "In your guts, you know he's _____"</li><li>(Democratic response)</li></ul></li><li>☞ "Daisy" commercial<ul style="list-style-type: none"><li>☞ Aired only once, September 7, 1964</li></ul></li></ul> <p style="text-align: center;"><b>The Results and Impact</b></p>	
<p>Did LBJ's campaign go too far with the Daisy commercial? Why?</p>	<ul style="list-style-type: none"><li>☞ LBJ wins 486 - 52<ul style="list-style-type: none"><li>☞ Democrats gain _____ in both houses of Congress</li></ul></li><li>☞ Increase in government _____ as a result of the Great Society</li><li>☞ Escalation in _____</li><li>☞ Growing _____ movement in the US<ul style="list-style-type: none"><li>☞ _____ shared many ideas with Goldwater</li></ul></li></ul>	