

Handout A: Warm-Up—Analysis Sheet

“I like Ike” TV advertisement for Dwight D. Eisenhower (1952)

Source:

<https://www.youtube.com/watch?v=DF9PsMDjc8g>

Questions:

1. What is implied by the symbolism of Uncle Sam and the elephant leading the “Ike” parade?
2. What do you notice about how the people of the parade are portrayed? What does that imply about Ike’s supporters?
3. At the 0:35–0:40 mark, the song includes the line, “let Adlai go the other way, we’ll all go with Ike,” as a donkey is ridden into the darkness of night. What is this lyric and symbolism designed to make the viewer feel?
4. What is implied by the closing words of the narrator that are spoken as the sun rises above the Capitol?