

# Handout B: Feeding Cold War Fears in the 1964 Campaign

## Introduction:

The campaign of Republican senator Barry Goldwater in 1964 sought to change the course of American politics. With the exception of the centrist and unifying administration of Dwight D. Eisenhower, Democrats had continually controlled the White House since 1933. The progressive ideals of the New Deal and successive Democratic administrations were the dominant paradigm of the era. Goldwater set an uncompromising tone in seeking to make the case for foundational values and resistance to tyranny.

## Directions:

Watch and read the following resources and answer the questions.

## Document 1: “Daisy” TV advertisement for Lyndon B. Johnson (1964)

### Source:

<https://www.youtube.com/watch?v=2cwqHB6QeUw>

### Questions:

1. Describe the setting and tone of the commercial in the beginning. How is this designed to make you feel?
2. At the 0:30–0:37 mark, the action freezes and the camera zooms into the girl’s eye. What is the meaning of this effect?
3. What is the purpose of the nuclear blast and mushroom cloud imagery?
4. When Lyndon Johnson’s voice says, “these are the stakes,” what is implied about the “stakes” if he loses the election?

## Document 2: Barry Goldwater – Republican nomination acceptance speech, July 17, 1964

### Source:

<http://teachingamericanhistory.org/library/document/acceptance-speech/>

### Introduction:

In this speech, Barry Goldwater emphasizes what he sees as the great challenges facing the nation in 1964 and identifies how he would approach them as president.

Text
I accept your nomination with a deep sense of humility. . . .
The good Lord raised this mighty Republic to be a home for the brave . . . not to cringe before the bully of communism.
Now, my fellow Americans, the tide has been running against freedom. Our people have followed false prophets. We must, and we shall, return to proven ways—not because they are old, but because they are true. . . .
It is further the cause of Republicanism to restore a clear understanding of the tyranny of man over man in the world at large. It is our cause to dispel the foggy thinking which avoids hard decisions in the illusion that a world of conflict will somehow mysteriously resolve itself into a world of harmony, if we just don't rock the boat or irritate the forces of aggression—and this is hogwash.
It is further the cause of Republicanism to remind ourselves, and the world, that only the strong can remain free, that only the strong can keep the peace. . . .
. . . It's been during Democratic years that our strength to deter war has stood still, and even gone into a planned decline. It has been during Democratic years that we have weakly stumbled into conflict, timidly refusing to draw our own lines against aggression . . .
Today in our beloved country we have an administration which seems eager to deal with communism in every coin known—from gold to wheat, from consulates to confidence, and even human freedom itself.
The Republican cause demands that we brand communism as a principal disturber of peace in the world today. Indeed, we should brand it as the only significant disturber of the peace, and we must make clear that until its goals of conquest are absolutely renounced and its rejections with all nations tempered, communism and the governments it now controls are enemies of every man on earth who is or wants to be free.
We here in America can keep the peace only if we remain vigilant and only if we remain strong. Only if we keep our eyes open and keep our guard up can we prevent war. And I want to make this abundantly clear—I don't intend to let peace or freedom be torn from our grasp because of lack of strength or lack of will—and that I promise you Americans.
I believe that we must look beyond the defense of freedom today to its extension tomorrow. I believe that the communism which boasts it will bury us will, instead, give way to the forces of freedom. And I can see in the distant and yet recognizable future the outlines of a world worthy our dedication, our every risk, our every effort, our every sacrifice along the way. Yes, a world that will redeem the suffering of those who will be liberated from tyranny. I can see and I suggest that all thoughtful men must contemplate the flowering of an Atlantic civilization, the whole world of Europe unified and free, trading openly across its borders, communicating openly across the world. This is a goal far, far more meaningful than a moon shot.

## Questions:

1. How does Goldwater characterize communism?
2. Identify Goldwater's criticism of how he perceives Democratic administrations have dealt with the threat of communism.
3. What does Goldwater claim is the key for the United States to be able to resist the communist threat?
4. What does Goldwater predict as the ultimate fate of communism?

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## Document 3: “Your children will be communists” TV advertisement for Barry Goldwater, 1964

### Source:

<https://archives.nbclearn.com/portal/site/k-12/browse/?cuecard=4395>

### Questions:

1. Identify the relationship and purpose of switching between the classroom of children and Nikita Khrushchev.
2. What does Goldwater himself state is lacking in current U.S. policy regarding communism?
3. How is the tag line “In your heart, you know he’s right” designed to make the viewer feel?