Questions for 1960: The First Mass Media Election and 5 Ways New Media are Changing Politics
Directions: As you read the articles, answer the following questions on your own sheet of paper.

1960: The First Mass Media Election
1. Who were the two major party candidates for President of the United States in 1960?
2. How did the first televised presidential debates impact the election? Give two specific examples.
3. Who was the first presidential candidate to use television ads when running for president?
4. In the Nixon TV ads, what was the focus of the Nixon campaign? (What did they focus on?)
5. In the Kennedy TV ads, what was the focus of the Kennedy campaign? (What did they focus on?)
6. How did President Kennedy use television during his presidency? Give two examples.
8. According to Professor Beasley, how did the 1960 election impact modern day campaigns?

5 Ways New Media are Changing Politics
9. How is social media changing the way organizations attract supporters? Give two examples.
10. Briefly explain the five ways in which new media are changing politics. Give a short summary for each.
11. How can politicians use this new media?
12. According to Mary Kate Cary, the new media has the potential to do what to American politics?