

Political Communication Over Time

1789-1920

[First Annual Address to Congress,
January 8, 1790](#)

Follow the link above to visit an interactive document

1789-1920

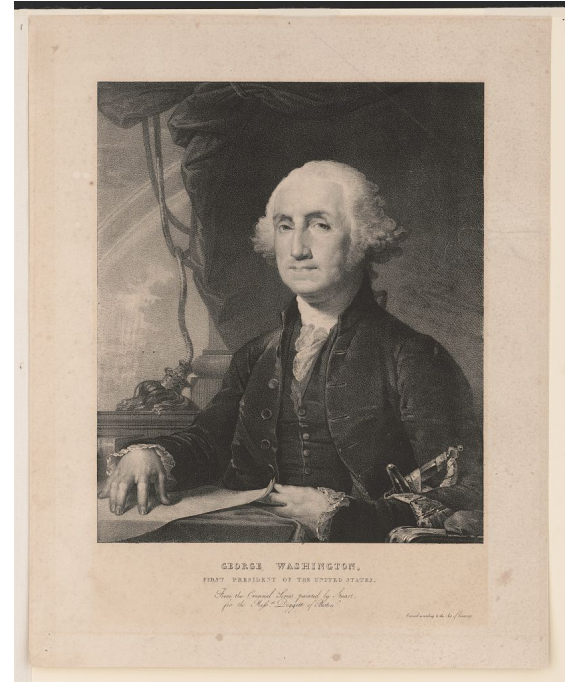
Main Method of Communication: Speeches; Debates; Newspaper/Press

Notable President(s): Washington

Example of Communication: Speeches- First State of the Union; Farewell Address

Strengths/Weaknesses:

- + Message reaches wider audience; people felt less nervous about direction of the new government
- Time delay; must be literate



1920-1960

SOUND CLIP

Scroll down page to Primary Sources:
Audio clip

1920-1960

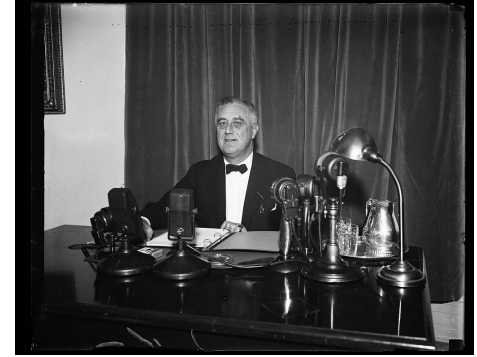
Main Method of Communication: Radio

Notable President(s): Franklin D. Roosevelt

Example of Communication: Formal Speeches;
Informal messages-Fireside Chats; Campaign ads;
Announcements of government news

Strengths/Weaknesses:

- + Speak directly to Americans in their living room;
- No visual, only audio; not all could afford a radio



1960-2000

[1960 Presidential Debate: Video Link](#)

1960-2000



Main Method of Communication: Television

Notable President(s): John F. Kennedy; Ronald Reagan

Example of Communication: Presidential debates; campaign commercials; speeches; announcements; interviews

Strengths/Weaknesses:

- + Can feel like you are talking directly to American people; doesn't have to be live
- Can harm efforts if you aren't charismatic; body language can be seen and judged

2000-Today



2000-Today

Main Method of Communication:
Social Media/Internet

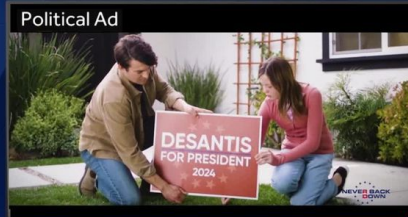
Notable President(s):
Barack Obama; Donald J. Trump

Example of Communication: announcements; campaign ads; interviews; thoughts/opinions; short clips of speeches, debates, etc.

Strengths/Weaknesses:

- + Fast; reaches wide audience; more digestible in smaller chunks; on the go; can address more day to day topics
- Misinformation spreads quickly; communication tends to be more sensational and less policy driven





PRESIDENTIAL CAMPAIGN ADS FOR RON DESANTIS
RUNNING IN SOME STATES



Sources:

First Annual Address to Congress:

<https://www.mountvernon.org/education/primary-source-collections/primary-source-collections/article/first-annual-address-to-congress-january-8-1790/>

George Washington: [11874v.jpg](#)

Fireside Chat: Banking Crisis- FDR Presidential Library and Museum: <https://www.fdrlibrary.org/banking-curriculum-hub>

FDR Fireside Chats: [47304v.jpg](#) & <https://www.fdrlibrary.org/documents/356632/390886/First+Fireside+Chat+Photos.pdf/00c9f5c5-1412-400d-81d9-16de8daf06da>

First Kennedy-Nixon Debate: <https://www.jfklibrary.org/asset-viewer/archives/TNC/TNC-172/TNC-172>

Kennedy-Nixon Debate: [Kennedy-Nixon.jpg](#)

Donald J. Trump: <https://twitter.com/realDonaldTrump>

White House: <https://twitter.com/>

Desantis Photos: [desantis-ad.jpg](#) [aa18b8e7-3d18-4edd-8386-aa9206fc22f2.jpg](#)

https://www.tallahassee.com/gcdn/presto/2022/08/13/PTAL/3c2dfb68-3861-4485-89c6-404ba4d842a6-DeSantis_education_tour.png

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