

Daisy girl

Overview

1. Type of document: **political advert**
2. Aim of the document: **make people vote for President Johnson**
3. Probable time & place (justify your answer): **USA, 1960s (during the cold war: nuclear bomb)**
4. The document falls into two parts. Say what they show.
Part 1: **a girl picking the petals of a daisy in a meadow**
Part 2: **the mushroom clouds of nuclear bombs**

Zoom in

5. Say what the first part evokes in you. Explain your answer.
 Freedom. **Peace.** **Innocence.** **Fragility.** **The future.**
6. What is the turning point? **A sound bite.** A picture.
Explain. **We can hear the man's countdown before we can see the pictures of bombs.**
7. a. Say what cinematic techniques are used to present the girl.
- Movement: **tracking shot.** **zoom in.** zoom out. pan.
- Shots: **extreme close-up.** **close-up.** **medium shot.** full shot.
b. Explain what the techniques are used for in this film.
The camera is moving towards the girl, pushing the stems of grass like a snake, and it stops when we can see a medium shot. Then it zooms in on her eye. Something is suddenly wrong: the girl looks vulnerable, and you want to protect her.
8. Contrast the two main parts of the video. Fill in the table.

	Part 1	Part 2
Images	The girl symbolises youth and hope for the future.	The exploding bomb only brings chaos and destruction.
Voices	The girl's voice is quite slow and almost dreamy.	3 adult male voices. The first man is counting backwards.
Noises	Birds' songs.	The exploding bomb evokes death.
9. a. Pick some adjectives to describe the three men's voices.
 implacable, relentless. soft. **ominous, threatening.** **scary.** sad. friendly. **serious.**
 reassuring.

b. Justify your choices.

Voice # 1: **The first male voice is implacable and ominous, and even scary. There seems to be no way the countdown can stop.**

Voice # 2: **The second voice must be that of the president as it seems he is addressing a crowd or making an official announcement, so he sounds serious.**

Voice # 3:

The third man sounds reassuring when he advises viewers to vote for President Johnson.

10. a. Guess who the second man is: **President Johnson**

b. First sentence: “These are the takes! steaks! stakes!”

→ *enjeux* *morceaux* *ennemis*

c. Get the rest of what he says.

“To make a **world** in which all of **God’s children** can live. Or to go **into** the dark. We must **either** love **each other** or we **must die**.”

d. Explain his message. **If you want somebody who will protect your country from a nuclear war, vote for me.**

11. Say what effect this advert was supposed to have on viewers.

It was supposed to scare people into voting for Johnson if they wanted to avoid a nuclear war.

12. Final message: “The **stakes** are too **high** for you to **stay home**”.

Look back

13. Who is indirectly targeted by this ad? What is implied about that person?

The ad targets Johnson’s opponent, who is indirectly portrayed as a reckless, inexperienced man.

14. Explain the historical context.

Johnson, who is already president, wants to show he’s a careful man who will not lead the country into a nuclear war.

15. Do you think this ad is well done? Explain your answer.

It’s very persuasive because it tells people that if they want to protect their children, they have to vote for Johnson.