

# RONALD REAGAN

A P R E S I D E N T ' S V I S I O N

## PRIMARY SOURCE WORKSHEET

### **TEXT FROM “PROUDER, STRONGER, BETTER” (ALSO KNOWN AS “MORNING IN AMERICA”), A POLITICAL ADVERTISEMENT BROADCAST DURING THE 1984 PRESIDENTIAL CAMPAIGN IN SUPPORT OF RONALD REAGAN.**

Full text and video are available online at <http://www.livingroomcandidate.org/commercials/1984/prouder-stronger-better>

In 1984, President Reagan’s campaign for reelection aired a television commercial titled “Prouder, Stronger, Better.” The commercial is often remembered for the notable phrase, “It’s morning again in America.”

### **TRANSCRIPT**

It’s morning again in America. Today more men and women will go to work than ever before in our country’s history. With interest rates at about half the record highs of 1980, nearly two thousand families today will buy new homes, more than at any time in the past four years. This afternoon 6,500 young men and women will be married, and with inflation at less than half of what it was just four years ago, they can look forward with confidence to the future. It’s morning again in America, and under the leadership of President Reagan, our country is prouder and stronger and better. Why would we ever want to return to where we were less than four short years ago?

### **QUESTIONS**

Watch the video of the ad online and answer the following questions on a separate sheet of paper.

1. What does the statement, “It’s morning again in America” mean in the context of the ad?
2. What evidence does the ad provide to support the contention that “It’s morning again in America”?
3. How does the music help relay the message of the ad?
4. Do you think the ad is an accurate portrayal of the United States in 1984? If you believe it is, why do you think so? If you believe it is not, what is missing from this portrayal?
5. Do you think the ad was effective in persuading Americans to vote to reelect President Reagan? Explain your answer.
6. What do you think the ad says about Ronald Reagan’s vision of his presidency?

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