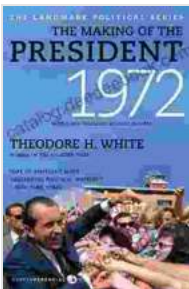


# The Making of the President 1972: An In-Depth Look at the Election That Changed American Politics

The 1972 presidential election was one of the most consequential in American history. It marked the end of the Vietnam War, the beginning of the Watergate scandal, and the rise of a new era in American politics. In this article, we will take an in-depth look at the making of the president 1972, exploring the candidates, the issues, and the strategies that shaped the outcome of the election.

## The Candidates

The two major party candidates in the 1972 election were Richard Nixon, the incumbent Republican president, and George McGovern, the Democratic challenger. Nixon was a seasoned politician who had served as president since 1969. He was known for his conservative views and his pragmatic approach to foreign policy. McGovern was a liberal Democrat who had served in the Senate since 1963. He was an outspoken critic of the Vietnam War and a proponent of social justice.



## The Making of the President 1972 by Theodore H. White

★★★★☆ 4.4 out of 5

Language	: English
File size	: 1060 KB
Text-to-Speech	: Enabled
Enhanced typesetting	: Enabled
X-Ray	: Enabled
Word Wise	: Enabled
Print length	: 434 pages
Screen Reader	: Supported



## **The Issues**

The central issues of the 1972 election were the Vietnam War, the economy, and social justice. The Vietnam War was the most divisive issue of the campaign. Nixon pledged to end the war with honor, while McGovern called for an immediate withdrawal of all American troops. The economy was also a major issue, with Nixon promising to create jobs and reduce inflation, and McGovern calling for more government spending on social programs.

## **The Strategies**

Nixon and McGovern ran very different campaigns. Nixon ran a traditional campaign, focusing on his experience and his record in office. He emphasized his success in ending the Vietnam War and his efforts to improve the economy. McGovern ran a more idealistic campaign, focusing on his vision for a more just and equitable society. He criticized Nixon's handling of the war and called for a more progressive tax system.

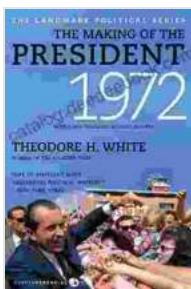
## **The Outcome**

Nixon won the 1972 election in a landslide, carrying 49 of the 50 states. He received 520 electoral votes to McGovern's 17. Nixon's victory was due to a number of factors, including his strong support among white working-class voters, his success in ending the Vietnam War, and his skillful use of negative campaigning.

## **The Impact**

The 1972 election had a profound impact on American politics. Nixon's victory marked the end of the era of liberalism that had dominated American politics since the New Deal. It also marked the beginning of a new era of conservatism that would last for decades. The Watergate scandal, which erupted shortly after Nixon's reelection, further damaged the public's trust in government. The 1972 election also led to a decline in voter turnout and an increase in political cynicism.

The 1972 presidential election was a watershed moment in American history. It marked the end of one era and the beginning of another. The election had a profound impact on American politics, and its legacy continues to shape our political landscape today.



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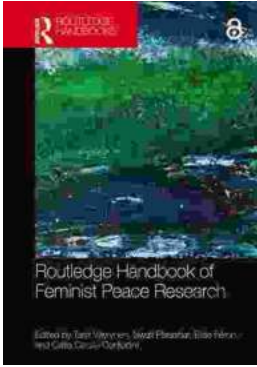
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