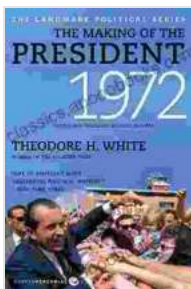


The Making of the President 1972: An Inside Look at the Historic Election

The 1972 presidential election was one of the most consequential in American history. It pitted incumbent President Richard Nixon against Democratic challenger George McGovern, and the outcome would have a profound impact on the nation's political landscape for decades to come.

In his book *The Making of the President 1972*, journalist Theodore H. White provides an in-depth account of the campaign, from the early primaries to the climactic election night. White's book is a must-read for anyone interested in American politics or the history of the 1970s.



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 Candidates

Richard Nixon was a complex and enigmatic figure. He was a brilliant politician, but he was also deeply insecure and paranoid. Nixon had a long

history of political success, but his presidency had been marred by the Watergate scandal.

George McGovern was a liberal Democrat from South Dakota. He was a strong advocate for social justice and peace, but he was also seen as too radical by many voters. McGovern had little experience in national politics, and his campaign was underfunded and disorganized.

The Campaign

The 1972 presidential campaign was one of the most negative in American history. Nixon and McGovern both ran on platforms of fear and division, and they did not hesitate to attack each other's character.

Nixon's campaign was particularly effective at exploiting McGovern's weaknesses. They portrayed him as a radical who was out of touch with the values of most Americans. Nixon also benefited from the Watergate scandal, which damaged McGovern's credibility.

McGovern's campaign was unable to overcome Nixon's negative attacks. He was also hurt by his lack of experience and his inability to connect with voters.

The Election

On November 7, 1972, Richard Nixon was re-elected president in a landslide victory. He won 520 electoral votes to McGovern's 17. Nixon also won the popular vote by a margin of almost 18 million votes.

Nixon's victory was due in part to his effective campaign strategy. He also benefited from the Watergate scandal, which damaged McGovern's

credibility.

The Aftermath

Nixon's re-election was a major victory for the Republican Party. It also marked the beginning of a new era in American politics. The 1972 election ushered in a period of conservatism that would last for decades to come.

The Watergate scandal continued to haunt Nixon's presidency. He was forced to resign in 1974, and he was later pardoned by President Gerald Ford.

McGovern's defeat marked the end of the liberal era in the Democratic Party. The party would not regain control of the White House until 1976.

The 1972 presidential election was a turning point in American history. It marked the end of the liberal era and the beginning of a new era of conservatism. The election also had a profound impact on the lives of Richard Nixon and George McGovern.

Theodore H. White's book *_The Making of the President 1972_* is an essential read for anyone interested in this fascinating chapter in American history.

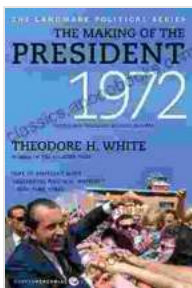
About the Author

Theodore H. White was an American journalist and author. He was best known for his series of books on presidential elections, which began with *_The Making of the President 1960_*. White's books were praised for their in-depth reporting and their insightful analysis of American politics.

White was born in Boston, Massachusetts, in 1915. He graduated from Harvard University in 1938 and began his career as a journalist for Time magazine. In 1943, he joined the staff of The New Republic, where he worked as a correspondent and editor.

In 1960, White published The Making of the President 1960, the first in his series of books on presidential elections. The book was a critical and commercial success, and it won the Pulitzer Prize for Non-Fiction. White went on to publish books on the 1964, 1968, and 1972 presidential elections.

White died in 1986 at the age of 70. He is considered one of the most influential journalists of the 20th century. His books on presidential elections are still widely read and admired today.



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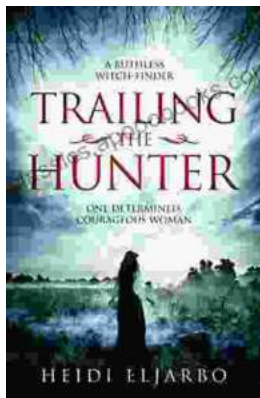
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