

CHAPTER
20
Section 1

SKILLBUILDER PRACTICE *Predicting Effects*

When Richard Nixon and John F. Kennedy faced each other in history's first televised debate, the world of politics changed forever. As journalist Russell Baker wrote at the time, "That night, image replaced the printed word as the natural language of politics." Use the table and questions on this page to predict the impact of television on campaigns of the future. (See Skillbuilder Handbook, p. R20.)

Average Hours of Daily TV Usage, 1989–1994	
Years	Yearly Average
1989–90	6 hours, 55 minutes
1990–91	6 hours, 56 minutes
1991–92	7 hours, 4 minutes
1992–93	7 hours, 17 minutes
1993–94	7 hours, 21 minutes

Source: 1996 Information Please Almanac

1. A trend is a general pattern of change over time. What overall trend characterized television viewing time during the early 1990s?

2. Based on this trend, what predictions would you make about television viewing time in the late 1990s?

3. Suppose you were a political candidate. How might predictions about television viewing time influence your decisions about campaign spending?
