



accurate, ask whether they justify the ad's inference that the man behind Mrs. Lincoln is Jefferson Davis?

Return to the Patterns of Deception page to find a definition of guilt by association as “The attribution of guilt (without proof) to individuals because the people they associate with are guilty.” Then review the page’s examples from the 2012 presidential race.

Teaching ‘What Constitutes a Legitimate and Fair Attack?’

In addition to illustrating patterns of deception, the anti-Lincoln videos are designed to provoke class discussion about the criteria that we ought to employ in assessing the qualifications of a person seeking the presidency, the relationship between campaigning and governance, and the arguments for and against significant pieces of legislation signed into law by Abraham Lincoln during his first term.

Class Exercises and Questions for Discussion

Attacks on Legislation Lincoln Signed

Historians regard Lincoln’s support for the transcontinental railroad, the Morrill (land-grant college) Act, and the Homestead Act as singular accomplishments. Does the class agree? If so, how did each law contribute to the well being of the country? If not, what were the harmful

effects? How accurately did the debate at the time forecast the effects of each? How do the ads attacking these pieces of legislation play on fear of the unknown, fear of change, and stereotypes? Were any of the fears expressed in these attack ads justified? If not, what lessons can we draw?

“Repeal the Land-Grant College Act”¹⁰

“Lincoln the Lobbyist for Special Interests”¹¹

“Lincoln’s Homestead Act: A Redistribution of America’s Wealth”¹²

Attacks on Lincoln for the Cost and Casualties of the Civil War

The next set of videos invite a focus on questions such as: To what extent, if at all, should a president be blamed for the deaths and injuries occasioned by war? How does a country pay for the financial costs of war? Is it fair to indict the president for supporting a tax increase to support a war he champions? How fair are the inferences in the attack ads titled “Mr. Lincoln’s War on Men,” “Lincoln, a Tax and Spend Socialist,” “The Cost of Lincoln’s War,” and “Four More Years?”¹³

Attacks Based in Biography

Because the public has had the chance to see how he conducts himself in office and to learn his legislative priorities, voters generally consider what a president did before assuming office unhelpful in determining whether he deserves reelection.

Nonetheless the FlackCheck.org attack campaign has mined Lincoln’s distant past to resurrect statements made by or about his religious preferences (“President Lincoln’s War on Religion”) and his mental health (“Can We Trust a Melancholiac with a Second Term?”).¹⁴ A video filled with deceptive images but accurate words (“How Poor is He Really?”) questions Abe’s alleged wealth.¹⁵ A spot that morphs his image into that of Benedict Arnold challenges the wisdom of his opposition to the Mexican War (“Lincoln the Traitor”).¹⁶ As a prelude to asking “Whose Emancipation is he Going to Support Next?” another assault reminds voters that as a young lawyer, Lincoln defended an admitted adulteress, as well as a woman who smashed up a saloon, and a wife who allegedly poisoned her husband.¹⁷ And the McClellan campaign has actually located a person ready to argue that Honest Abe isn’t honest after all (“What are Lincoln’s Core Values?”).¹⁸

Possible discussion questions include: Had they been launched against him in 1860, would any of these attacks accurately forecast his conduct in office? Under what circumstances, if any, would a voter find these attacks helpful in distinguishing between candidates seeking the presidency? What form do these attacks take in today’s campaigns?

Attacks on Controversial Actions and Seeming Inconsistencies

Which behaviors matter in judging the

competence of a president and which don't? Would you worry if you knew that a president participated in séances in the White House ("What's Really Guiding Abe?") or that his wife bought fancy clothes in the middle of a war ("Mrs. Lincoln: Is This What We're Fighting For?")?¹⁹ Does Lincoln's suspension of habeas corpus justify a vote against him ("Unconstitutional Abe")?²⁰ What about his appointment of a general so fond of the bottle that the newspapers said, "The army is being ruined under the leadership of a drunkard whose confidential adviser was a lunatic" ("Lincoln the Traitor")?²¹

Raising Larger Questions about How We Should Assess a Candidate for President

The FlackCheck attack videos also invite the question, under what circumstances should a president deviate from positions announced in his election campaign? After viewing the ads titled "The Flip Flop President" and "Consistently Inconsistent," the class might ask, do these attacks identify actual changes in position?²² If so, how did Lincoln explain the change? Should these alterations justify a vote for or against Lincoln in 1864? Or shouldn't they weigh in a voter's decision at all?

How Lincoln Will Win our Hypothetical 1864 Campaign

To win our hypothetical 2012 version of the 1864 match-up, the McClellan team has attempted to cast the election as a referendum on Lincoln, not a choice between the two. The resulting relentless attack campaign against Lincoln invites the public to oust Lincoln without considering what kind of president would be elected as a result.

Where the FlackCheck.org McClellan campaign deploys deception and distraction to turn Lincoln's strengths into liabilities, the Lincoln response demonstrates that it is possible to win by campaigning factually, fairly, and honorably. In ads scripted by Bob Shrum, who created the ads for the Kerry presidential campaign in 2004, and Mark McKinnon, who did the

same for the reelection run of incumbent Republican George W. Bush, the Lincoln campaign quotes McClellan's own in-context words against him, catalogues his failures as a leader in careful detail and makes the case that Lincoln does indeed deserve four more years.

We hope that these Lincoln ads will remind students that the country has survived difficult times in the past and show that winning honorably is the better way. If those who seek our votes mislead, the best protection for the country is a citizenry armed with the tools to detect patterns of deception, sort significant issues from silly distractions, and apply sound criteria to determine which candidate is better qualified to lead. 📖

Notes

- Roy P. Basler (ed.), *The Collected Works of Abraham Lincoln* (New Brunswick, N.J.: Rutgers University Press, 1953), 514.
- Bruce Catton, *The Army of the Potomac: Mr. Lincoln's Army* (Garden City, N.Y.: Doubleday & Company, Inc., 1962), 53, 58.
- Margaret E. Wagner, *The Library of Congress Illustrated Timeline of the Civil War* (New York: Little, Brown & Company, 2011), 209.
- FlackCheck.org, "Could Lincoln Be Elected Today?" politics.flackcheck.org/lincoln-campaign/; FlackCheck.org, "Patterns of Deception," politics.flackcheck.org/patterns-of-deception/.
- FlackCheck.org, "Honestly Abe," politics.flackcheck.org/lincoln-campaign/honestly-abe-2/.
- FlackCheck.org, "Patterns of Deception," politics.flackcheck.org/patterns-of-deception/. (See "Misplaced Referent: Mitt Romney vs. Barack Obama.") Taking words out of context has been a recurrent strategy of both Democratic and Republican presidential contenders in 2012. In November 2011, a Romney campaign ad created the impression that President Obama was talking about his own 2012 re-election bid when he said, "If we keep talking about the economy, we're going to lose." The statement actually came from an October 2008 campaign speech in which Democratic party nominee Barack Obama noted, "Sen. McCain's campaign actually said, and I quote, 'If we keep talking about the economy, we're going to lose.'" In a similar vein, a Democratic National Committee (DNC) ad excerpted the sentence "I'm not concerned about the very poor" from a longer Romney statement in which he promised to fix the safety net protecting the very poor if it needed repair. (See "DNC Tears Romney Quote on 'Very Poor' from Context" on the FlackCheck.org Patterns of Deception page.) Romney made the statement in an interview with CNN's Soledad O'Brien. In context, what he said in that interview was: "By the way, I'm in this race because I care about Americans. I'm not concerned about the very poor. We have a safety net there. If it needs repair, I'll fix it. I'm not concerned about the very rich. They're doing just fine. I'm concerned about the very heart of America, the 90, 95 percent of Americans who right now are struggling. I'll continue to take that message across the nation."

- FlackCheck.org, "Lincoln Has Failed," www.flackcheck.org/lincoln-campaign/believe-in-the-union/.
- FlackCheck.org, "Who Stands Behind the Woman Who Stands Behind the Man in the White House?" politics.flackcheck.org/lincoln-campaign/who-stands-behind-the-woman-behind-the-president/.
- Abraham Lincoln Presidential Library and Museum, www.alplm.org.
- FlackCheck.org, "Repeal the Land-Grant College Act," politics.flackcheck.org/lincoln-campaign/repeal-land-grant-college-act-oust-abe/.
- FlackCheck.org, "Lincoln the Lobbyist for Special Interests," politics.flackcheck.org/lincoln-campaign/lincoln-the-lobbyist-for-special-interests/.
- FlackCheck.org, "Lincoln's Homestead Act: A Redistribution of America's Wealth," politics.flackcheck.org/lincoln-campaign/lincolns-homestead-act-a-redistribution-of-americas-wealth/.
- FlackCheck.org, "Mr. Lincoln's War on Men," politics.flackcheck.org/lincoln-campaign/who-will-be-next-mr-lincoln/; FlackCheck.org, "Lincoln, a Tax and Spend Socialist," politics.flackcheck.org/lincoln-campaign/lincoln-a-tax-and-spend-socialist/; FlackCheck.org, "The Cost of Lincoln's War," politics.flackcheck.org/lincoln-campaign/the-cost-of-lincolns-war/; FlackCheck.org, "Four More Years?," politics.flackcheck.org/lincoln-campaign/four-more-years/.
- FlackCheck.org, "President Lincoln's War on Religion," politics.flackcheck.org/lincoln-campaign/president-lincolns-war-on-religion/; "Can We Trust a Melancholic with a Second Term?," politics.flackcheck.org/lincoln-campaign/can-we-trust-a-melancholic-with-a-second-term/.
- FlackCheck.org, "How Poor is He Really?," politics.flackcheck.org/lincoln-campaign/how-poor-is-he-really/.
- FlackCheck.org, "Lincoln the Traitor," politics.flackcheck.org/lincoln-campaign/lincoln-the-traitor/.
- FlackCheck.org, "Whose Emancipation is He Going to Support Next?," politics.flackcheck.org/lincoln-campaign/advocate-of-womens-rights/.
- FlackCheck.org, "What are Lincoln's Core Values?," politics.flackcheck.org/lincoln-campaign/what-are-lincolns-core-values/.
- FlackCheck.org, "What's Really Guiding Abe?," www.flackcheck.org/lincoln-campaign/whats-really-guiding-abe/; "Mrs. Lincoln: Is This What We're Fighting For?," politics.flackcheck.org/lincoln-campaign/mrs-lincoln-is-this-what-were-fighting-for/.
- FlackCheck.org, "Unconstitutional Abe," www.flackcheck.org/lincoln-campaign/unconstitutional-abe/.
- FlackCheck.org, "Lincoln the Traitor," politics.flackcheck.org/lincoln-campaign/lincoln-the-traitor/.
- FlackCheck.org, "The Flip Flop President," politics.flackcheck.org/lincoln-campaign/the-flip-flop-president/; FlackCheck.org, "Consistently Inconsistent," politics.flackcheck.org/lincoln-campaign/consistently-inconsistent/.

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