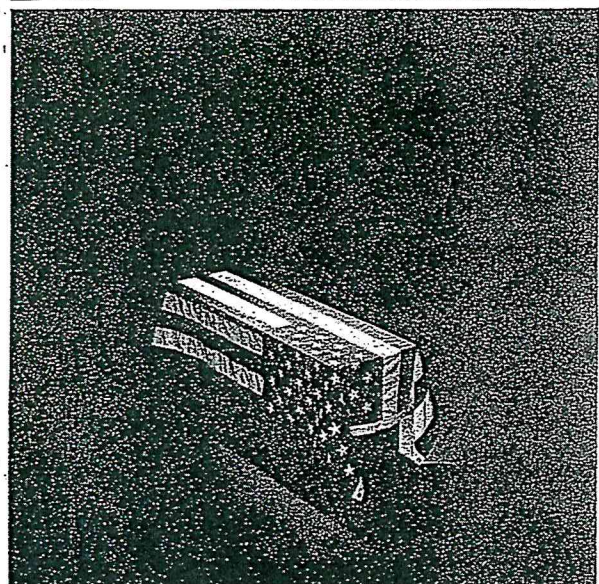


Cultural Artifact—Multiple Choice

Directions: Use the information in the advertisement and your knowledge of U.S. history to answer the questions.

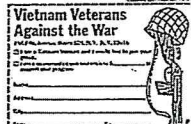


In the last ten years, over 335,000 of our buddies have been killed or wounded in Vietnam. And more are being killed and wounded every day. We don't think it's worth it.

We are veterans of the Vietnam War. We have fought and died for the values and life of this country. We have seen our buddies killed and wounded every day. We have seen the American flag draped over their coffins. We have seen the American flag flying at night. We have seen the American flag draped over their coffins. We have seen the American flag flying at night. We have seen the American flag draped over their coffins. We have seen the American flag flying at night.

We have seen what the war is doing to our country. We have seen our buddies killed and wounded every day. We have seen the American flag draped over their coffins. We have seen the American flag flying at night. We have seen the American flag draped over their coffins. We have seen the American flag flying at night. We have seen the American flag draped over their coffins. We have seen the American flag flying at night.

American people do not understand what we are doing in Vietnam. We are doing it for the wrong reasons. We are doing it for the wrong reasons. We are doing it for the wrong reasons. We are doing it for the wrong reasons. We are doing it for the wrong reasons. We are doing it for the wrong reasons. We are doing it for the wrong reasons. We are doing it for the wrong reasons.



The Advertising Archive

1. The photograph shows
 - A a U.S. flag draped over a table.
 - B a U.S. flag draped over a coffin.
 - C a dark room.
 - D a U.S. flag flying at night.
2. The advertisement was commissioned by
 - A anti-war student protesters.
 - B Communist agitators.
 - C Vietnam veterans.
 - D advocates for women's rights.
3. The image and caption are intended to suggest that
 - A American forces are being defeated.
 - B no one wants to fight in Vietnam.
 - C the Vietnam war is necessary and just.
 - D American soldiers are dying in vain.
4. The tone of the caption that appears in the ad is
 - A formal and aloof.
 - B angry and strident.
 - C gloomy and despairing.
 - D conversational and reasonable.

5. Explain how a photo like this one could affect people's opinions about the war in Vietnam?