

The Unexpected Impact of Coded Appeals

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The New York Times:

After signing into law the landmark Civil Rights Act of 1964, President Lyndon B. Johnson famously told an aide, “we just delivered the South to the Republican Party for a long time to come.” Indeed, the Johnson-Goldwater contest was notable in two important respects related to race: it featured the first appearance in almost a century of racial animus as a central dimension of partisan conflict in a presidential election, and it was the last time a Democrat received a majority of the white vote.

Attention to matters of race has surged in recent weeks with the appearance of a pair of purportedly race-coded ads. One, paid for by the Republican National Committee, alleges that President Obama intends to weaken the work requirements provision in the 1996 welfare reform law, and another, paid for by Romney for President, states that “the money you paid for your guaranteed health care is going to a massive new government program that is not for you.”

Read the whole story: [The New York Times](#)