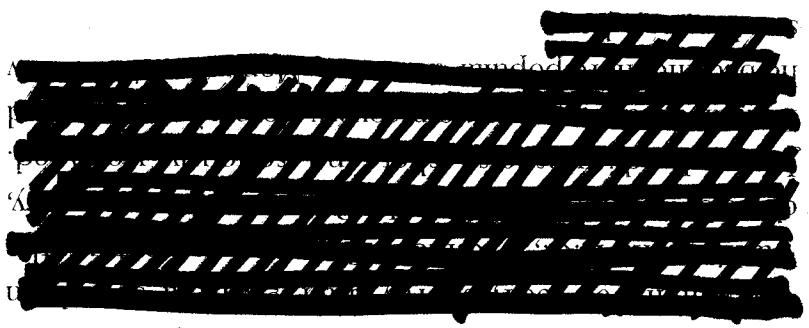


Stephen Feinstein, The 1980s: From Ronald Reagan to MTV. Enslow: Berkeley Heights, 2000; 38-41.

March 30, 1981, was a frightening day for many Americans, especially those who had been alive at the time of President John F. Kennedy's assassination in 1963. President Ronald Reagan was fortunate enough to survive the attempt on his life (above), which took place just two months into his first term as president of the United States.

Reaganomics

Ronald Reagan served two terms in office, from 1981 to 1989. His economic policies tended to be conservative, favoring the interests of big business and the wealthy.



~~The Assassination Attempt~~



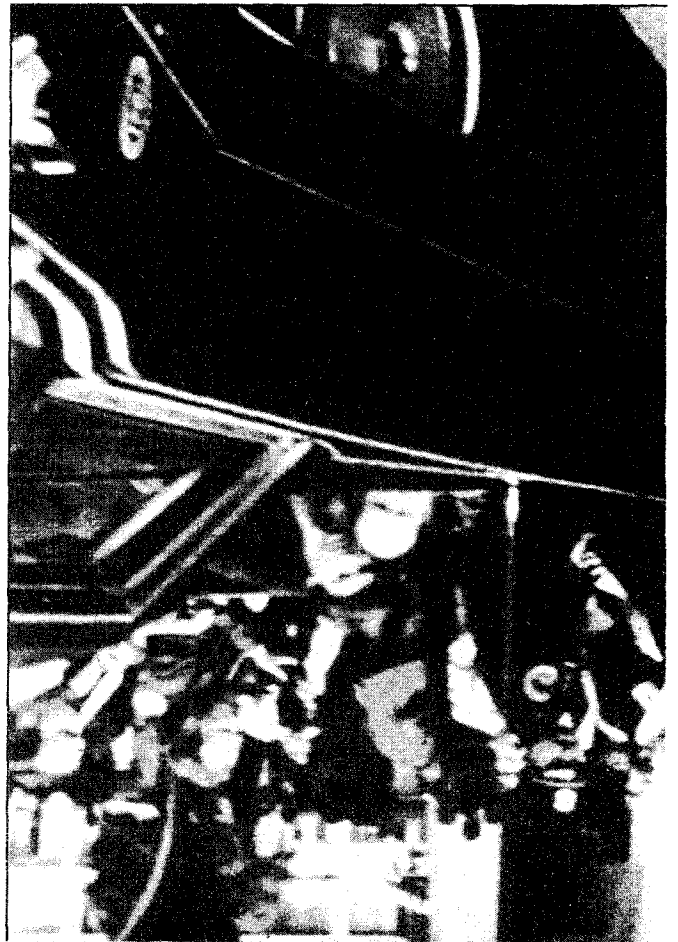


Politics at Home and Abroad

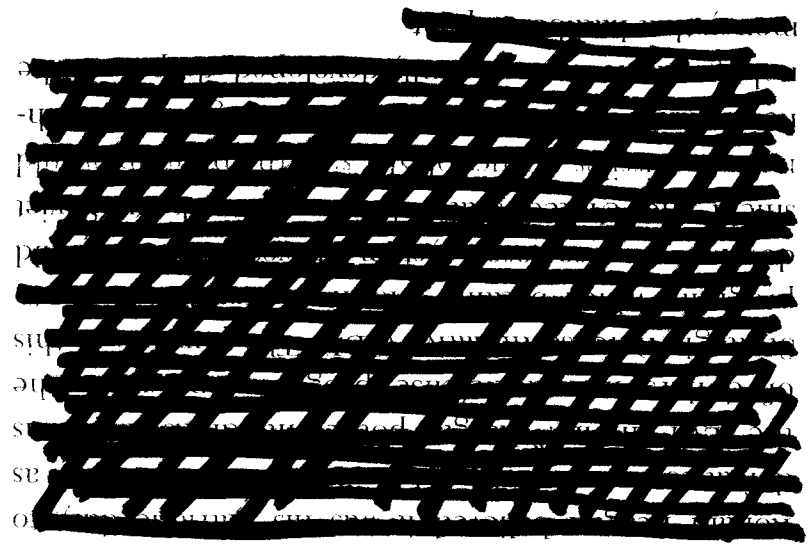
Ronald Reagan was one of the most popular presidents in American history. With Nancy (above), at his side, it often seemed that, to many

Americans, Reagan could do no wrong. Despite the failure of Reaganomics to help the poor and some controversial foreign policy decisions, Reagan remained popular in political polls. Reagan was often referred to as the Teflon president—because even negative feelings did not seem to stick to him for long.

President Reagan believed that, if taxes were lowered, people—especially the wealthy—would have more spare funds and would invest more money in corporations. If American businesses prospered as a result, they would, in turn, create more jobs and give pay raises to their employees. This was seen as a "trickle-down" effect that would help poor people. So in 1981 and again in 1986, Reagan reduced rates for corporate and personal income taxes. "Reaganomics," as this economic policy was called, was criticized by many as unfair to the poor. Many complained that the benefits never actually "trickled down" far enough to help lower-income people. However, Reaganomics was extremely popular among the yuppies and with businesspeople to whom it gave financial advantages.

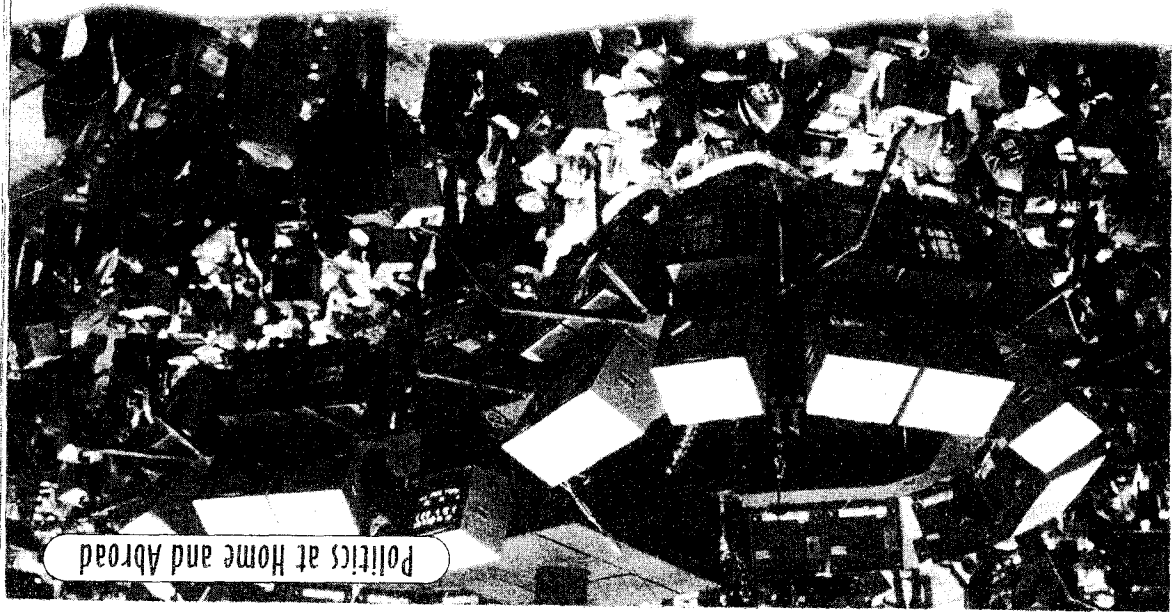


At the same time that upwardly mobile yuppies were watching their profits rise and fall in the risky 1980s stock market (above), hundreds of thousands of Americans were struggling just to live. These were the homeless, who could be seen on the streets of cities and even suburbs, carrying all of their belongings in bags or shopping baskets (opposite). Many people criticized the Reagan administration's "trickle down" economic theories for failing to reach out to the homeless and others who needed help just to survive.



[Redacted text]

last. During the late summer, stock prices headed lower. And on October 19, which came to be called "Black Monday," the market fell 500 points, more than 20 percent. This was the biggest one-day drop since the Great Depression. Luckily, the 1987 crash did not cause the same widespread panic and poverty as the Depression of the 1930s.



Politics at Home and Abroad

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February 7, 1989, Tuesday, AM cycle

Wheeler-Dealer Hits The Toy Department

BYLINE: By JERRY SCHWARTZ, Associated Press Writer

SECTION: Business News

LENGTH: 334 words

DATELINE: NEW YORK

For those who hope to avoid living in Donald Trump's buildings, flying in Donald Trump's airplanes, gambling in Donald Trump's casinos and reading Donald Trump's book, there is a new hazard:

Playing Donald Trump's game.

The ubiquitous mogul appeared with representatives of Milton Bradley Co. on Tuesday at a Trump Tower news conference in midtown Manhattan to announce that "Trump - The Game" would appear on toy-store shelves this spring.

"I think that you can really learn a lot about yourself, in a business sense, by playing the game," Trump said.

"Trump" is somewhat like Monopoly, in that the player with the most money wins. But the Trump "T" has replaced Monopoly game pieces like the shoe, the thimble and the iron, and the highest Trump denomination is \$100 million instead of \$500.

Nor does Monopoly feature pictures of Donald Trump on the money, the game board, the playing cards and the box. Trump - The Game does.

"It's a much more sophisticated game than Monopoly," Trump said. "I like to play Monopoly - I've played it all my life, in many forms."

Capitalists aged 12 and older are invited to "share in the exciting high-stakes risk-taking I get to do every day. ... If you are clever, aggressive and cut the best deals, you can earn millions ... even billions of dollars. Just remember: Play to win ... or not at all!"

This enterprise will not line Trump's pockets. His proceeds from the \$25 game will go to causes like cerebral palsy, AIDS and the homeless, he said.

The developer appears in a commercial for the game. In it, financiers and average New Yorkers ponder "what's Trump's game," and Trump himself is chased by inquiring reporters. His game, he says, is "Trump - The Game."

"I think you'll like it," Trump says, at the commercial's close.

Trump insists that he likes the game, which he expects will become a toy standard. He has played it himself against "bright people."

"I've done very well at the game ... but on occasion, I got clipped," he said.

LANGUAGE: ENGLISH

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THE COSBY SHOW, AMERICANS AND THE MYTH OF
THE AMERICAN DREAM. (SAN FRANCISCO: WESTVIEW PRESS, 1992)

Introducing The Cosby Show

Neither *The Cosby Show* nor its star, Bill Cosby, need much introduction. By the early 1980s, Bill Cosby—stand-up comedian, actor (most remembered for his costar role in the 1960s *I Spy* TV series), voice behind *Fat Albert*, and star of TV commercials—had established a modest and respectable place in the history of North American popular culture. It was, however, *The Cosby Show* that allowed Cosby to move from celebrity to superstardom. Whether one measures success in terms of wealth, fame, popularity, or respect, Bill Cosby is now undoubtedly among the most successful entertainers in the United States.

When it began in 1984, *The Cosby Show* did not look like a surefire hit. Its all-black cast offered viewers a gentle comedy without gimmicks, zany situations, or intriguing plot lines. Yet *The Cosby Show* has become the most successful TV show in recent history, the pinnacle of Cosby's long career. It topped the annual ratings lists year after year in the second half of the 1980s, and, although it has been displaced from the number one spot in the 1990s, it retains an enduring place in the world of prime-time television.

For those who have managed to avoid seeing it, *The Cosby Show* is a half-hour situation comedy about an upper middle class black family, the Huxtables. Cliff Huxtable (played by Bill Cosby) is a gynecologist and obstetrician, and his wife, Clair, is a lawyer. They have four daughters and a son; as the series has grown older, they have acquired in-laws and grandchildren. The Huxtables' attractive New York brownstone home is the setting for an endless series of comic domestic dramas. There is little in this description to distinguish this TV fiction from many others: we are used to a TV world populated by attractive professionals and their