


1 First Ladies in History

How did the First Ladies deal with the public's interest?

1 Being under scrutiny ?

- A. Listen to  2 and use **Worksheet n°12** to recap the main information.
- B. Why is being a First Lady "the most difficult job in Washington" according to the interviewer?

2 Bringing the White House closer to the people ?

- A. Watch the video. What helped Eleanor Roosevelt to get involved in politics in 1921?
- B. Describe what she did to be seen as an active President's wife.
- C. What did she do after leaving the White House?



VIDEO N°14

HELP!

Nouns

- achievement /ə'tʃi:vmənt/
- (political) figure
- mass media /'mi:diə/
- role model

Adjectives

- approachable
- involved /ɪn'vɒlvd/
- popular
- self-confident
- supportive

Verbs & expressions

- achieve /ə'tʃi:v/ (a goal)
- be in the spotlight ≠ be in sb's shadow
- pioneer sth /paɪə'nɪə/
- support sb
- take on (a role) = assume

Acronyms

- POTUS = President of the United States
- FLOTUS = First Lady of the United States

3 Crafting an iconic role

- A. Read from l. 1 to l. 11 and say what made Jackie Kennedy iconic in the public eye.
- B. Describe her relationship to the media once she had become First Lady.
- C. List her responsibilities at the White House (what she did, the consequences on her husband's career).
- D. Compare her actions with those of Eleanor Roosevelt.

Even to those who were not alive anywhere near the 1960's, it seems almost impossible to talk about JFK without the inclusion of his wife Jackie – of her grace, her style, her iconicity, and her captivation of an entire world full of viewers. Instead of passively allowing herself to be seen as one half of a whole, she decisively carved out her own place in the public eye, and in doing so, established not only that she was a crucial part of the Kennedy family, but also that the term First Lady was much more than a simple title. [...] In many ways Jackie was just as big an asset to her husband's career as he was. Though her pregnancy with John, Jr. limited personal appearances during the 1960 campaign, she was still so determined to be involved that she wrote a newspaper column called "Campaign Wife," answered letters, held interviews, and taped television commercials. After becoming the First Lady, however, even as she willingly continued to allow the press access to her, she insisted on personally controlling and restricting what the media saw of her children and family life. One of Jackie's most significant and symbolic choices was her assumption of responsibility for restoring the White House, literally remaking the way that the public viewed the office of the Presidency, but doing so on her own terms and with a strong awareness of the media's role in the entire project. Broadcasting the whole process greatly contributed to the continual popularity of her husband by detracting from political issues even in the middle of the Cold War.

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