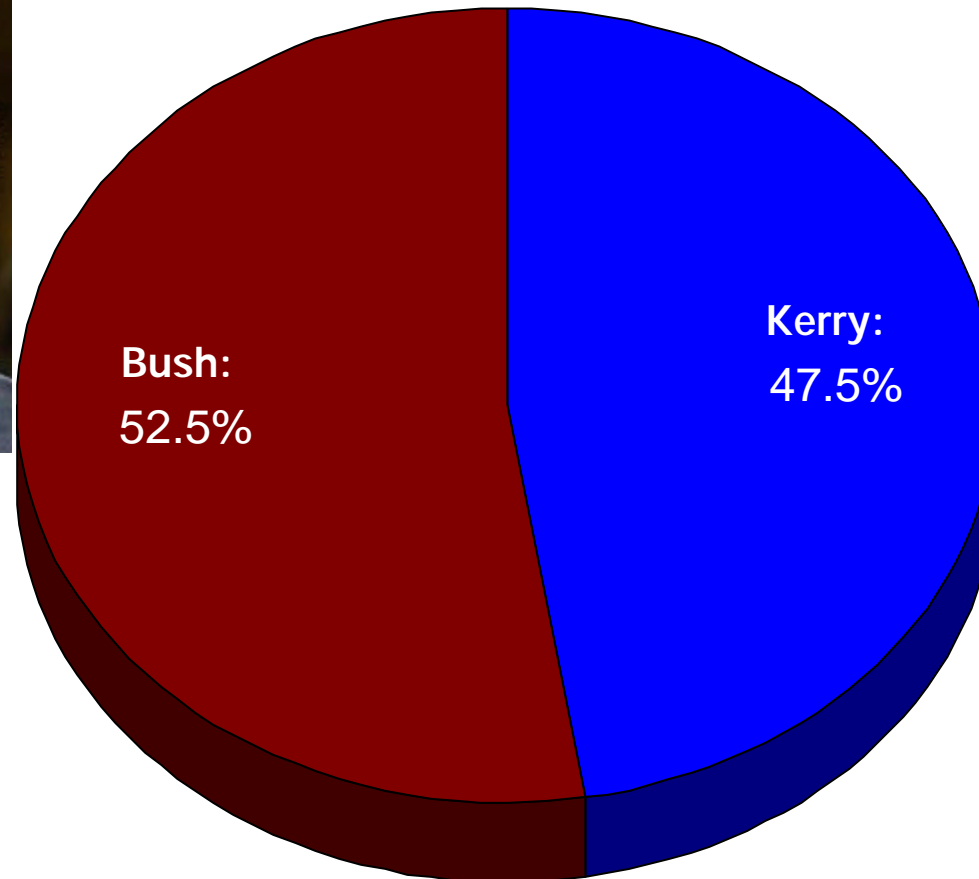


Bush gave more statements than Kerry during the debate

Volume: Bush and Kerry, Bush-Kerry TV debate 9/30/2004

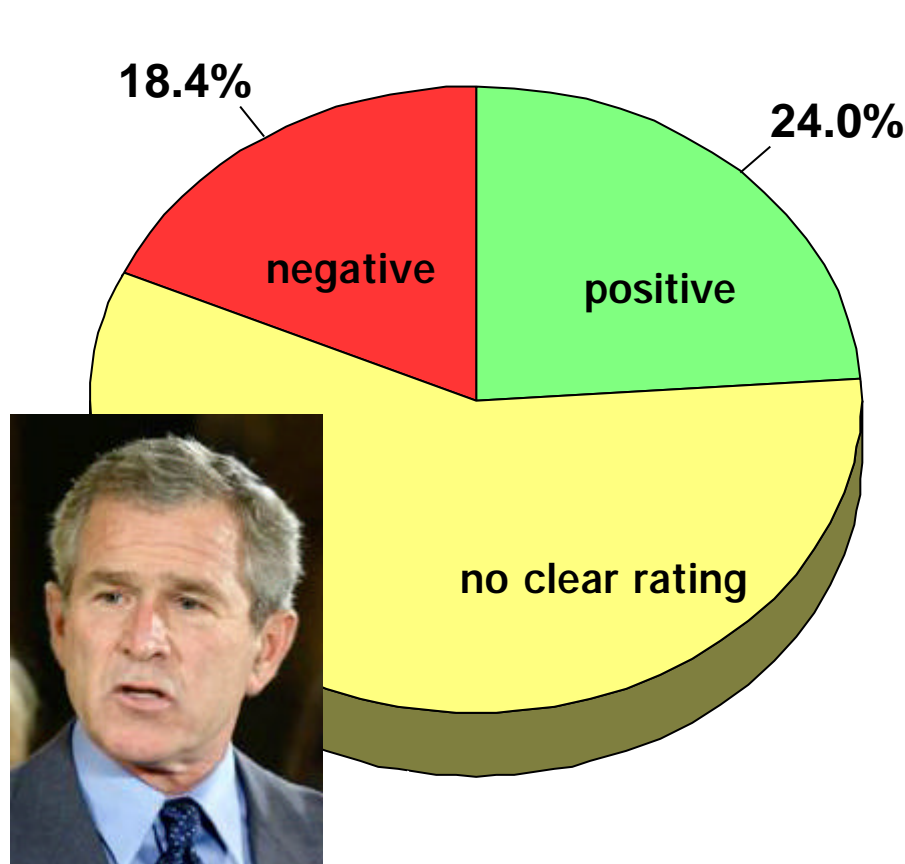


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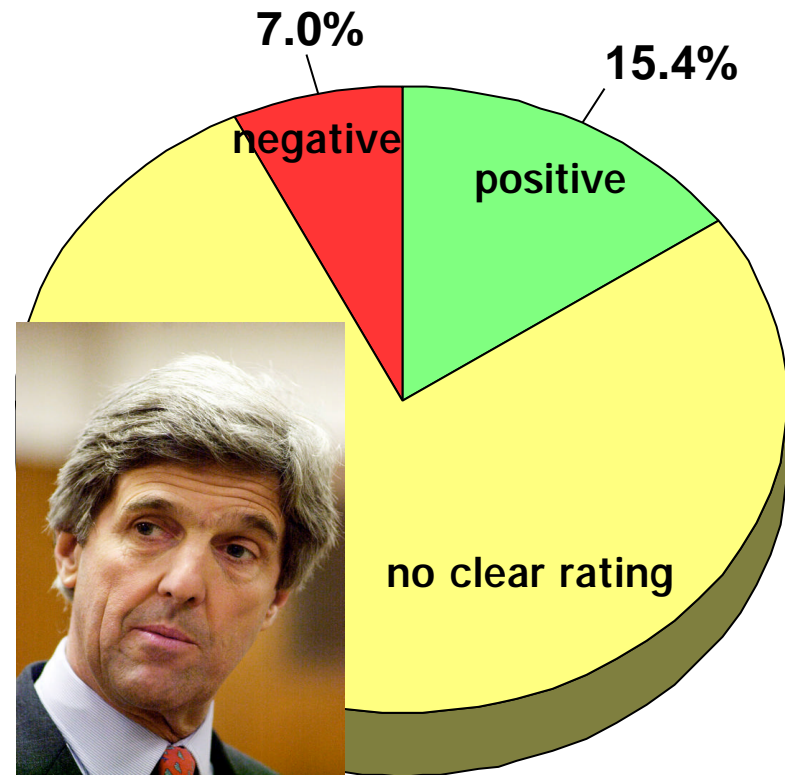
Bush was under attack – but survived

Rating: Bush and Kerry, Bush-Kerry TV debate 9/30/2004

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Total number of statement: 738

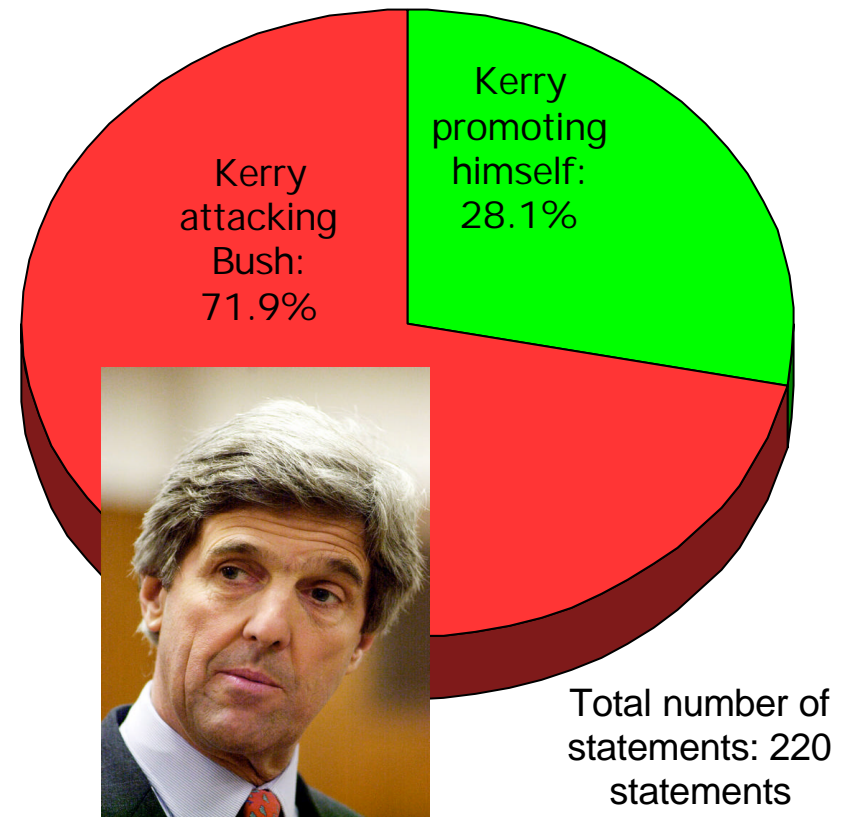
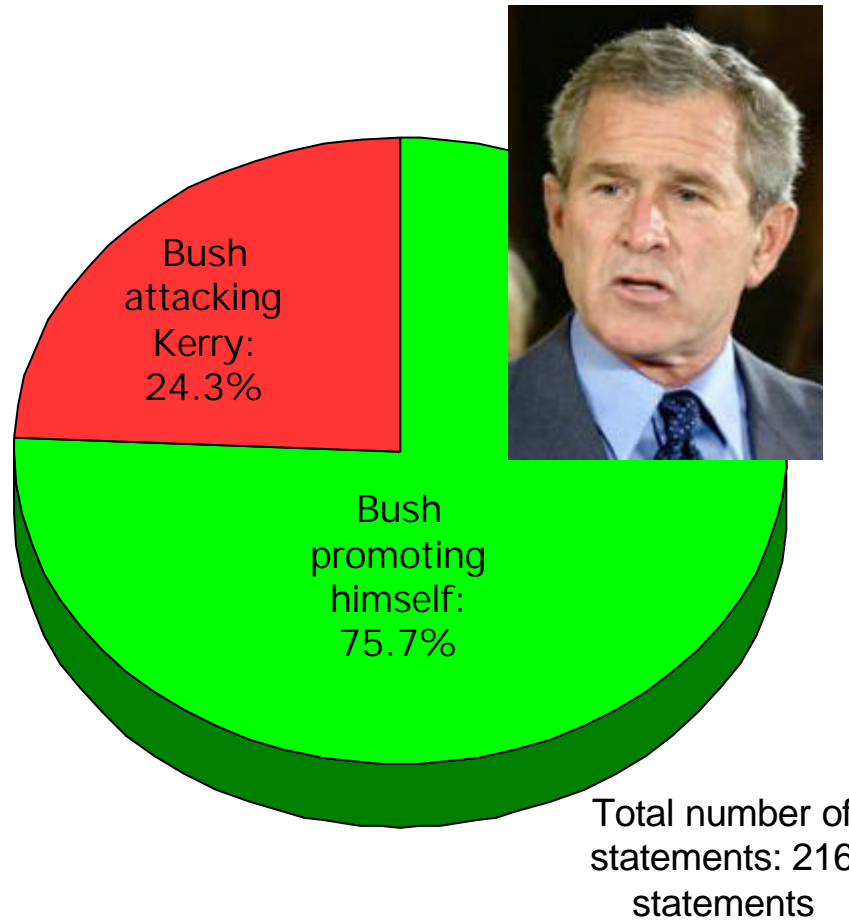


Total number of statements: 668

Kerry's strategy was harsh attack, Bush's self-promotion

Rating of Bush and Kerry, Bush-Kerry TV debate 9/30/2004

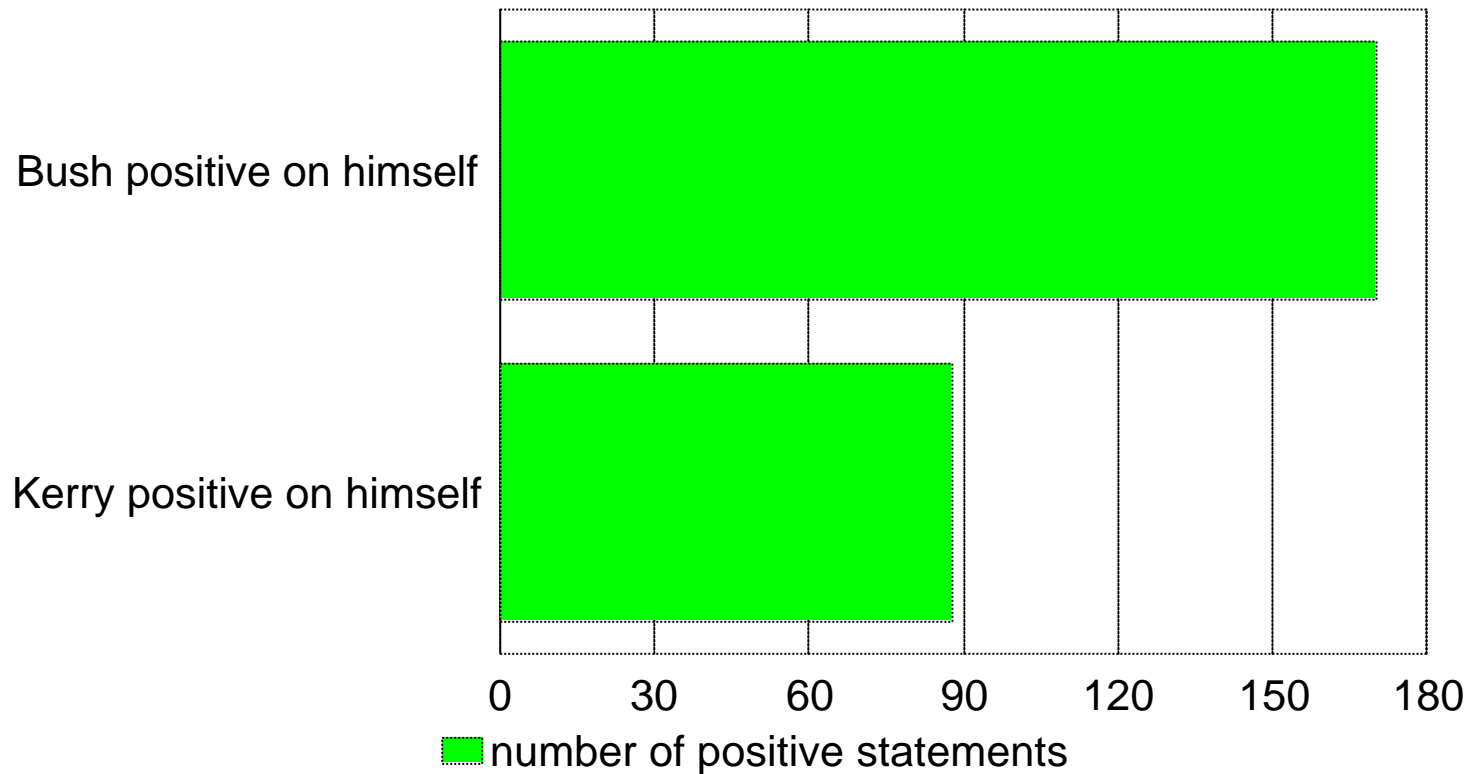
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President Bush stressed his merits

Candidates on themselves, Bush-Kerry TV debate 9/30/2004

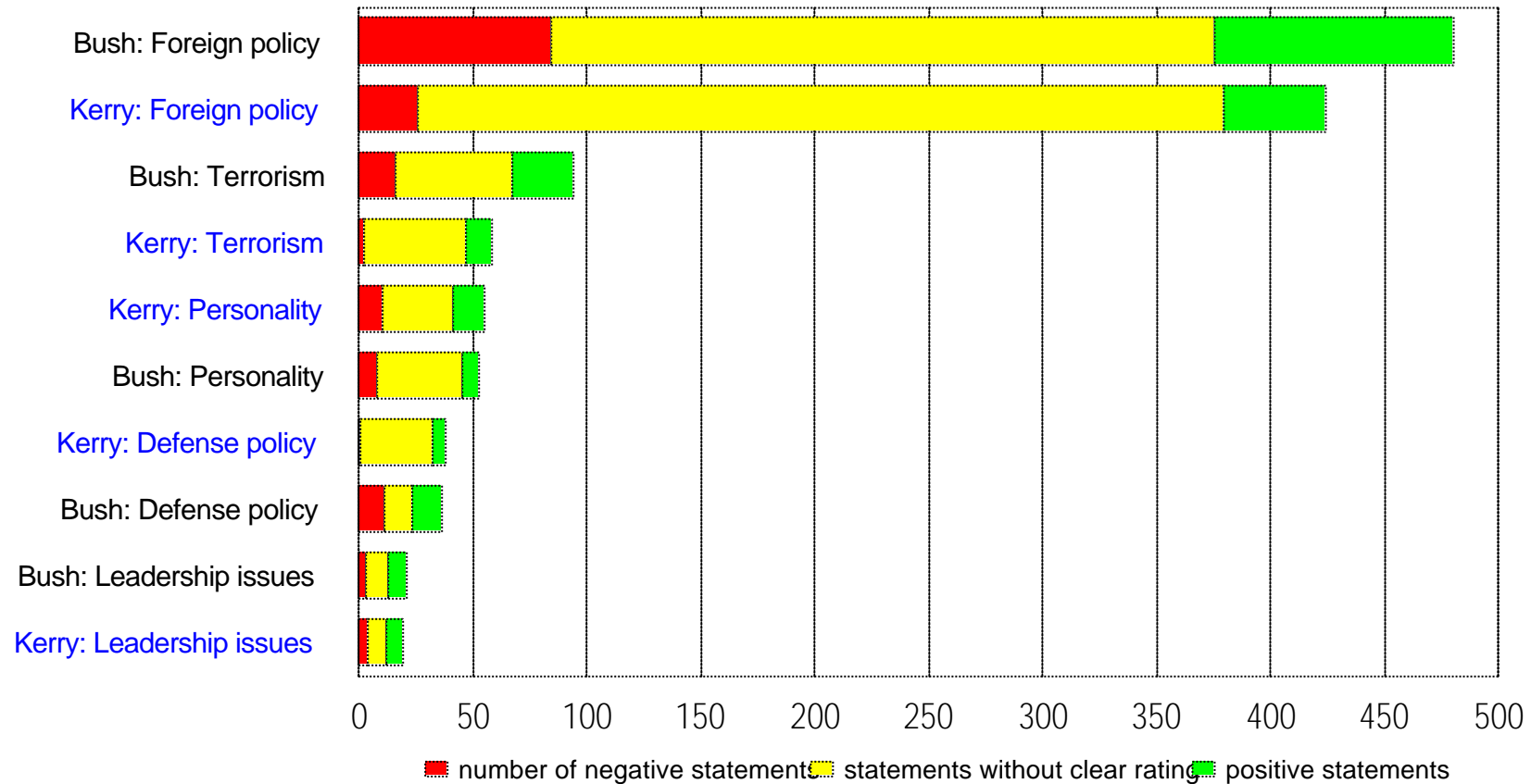
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No winner in foreign policy debate

Topics – Bush-Kerry TV debate

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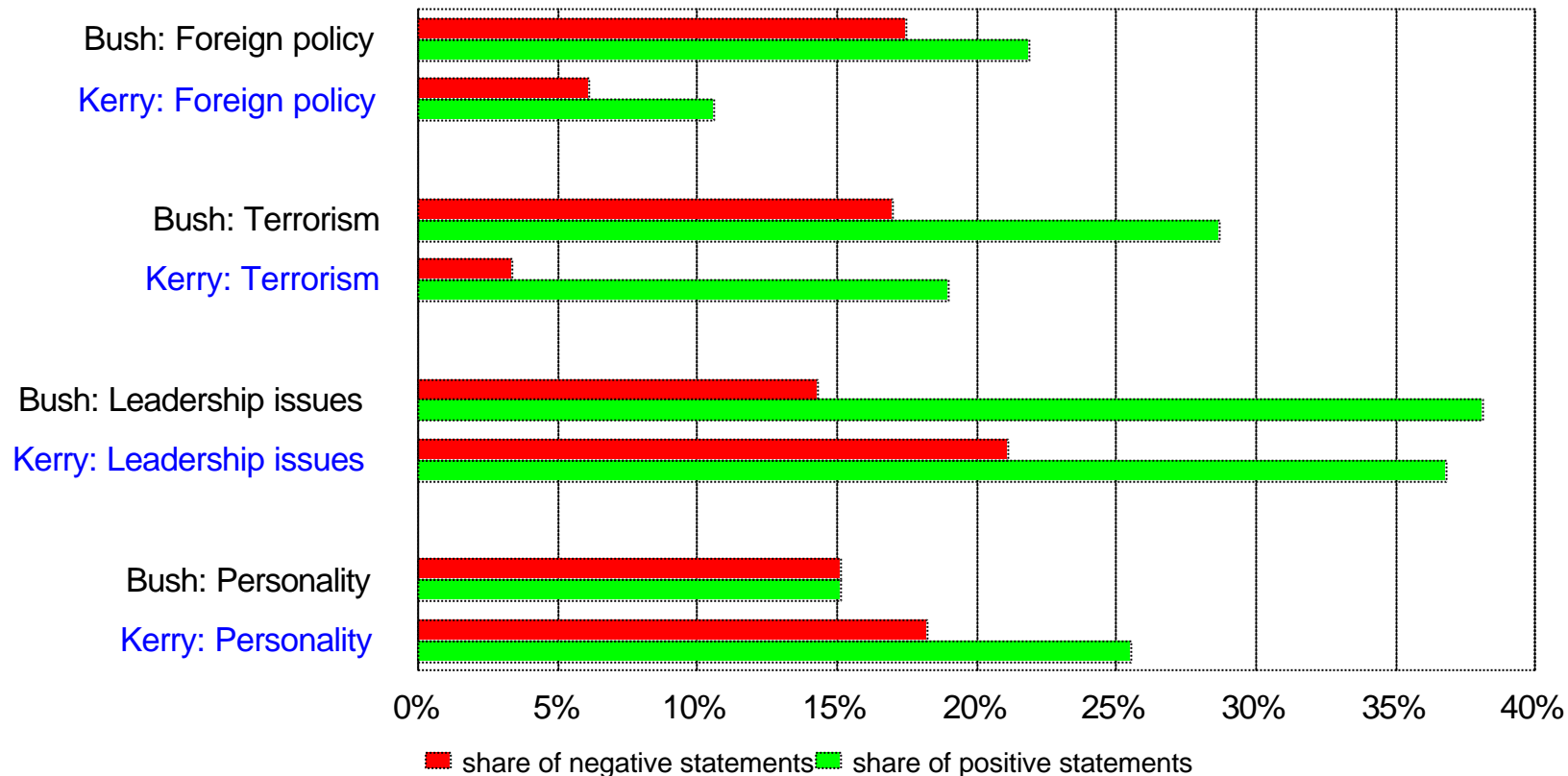


Kerry tried to damage Bush's foreign policy record but the President could counter with positive evaluation.

Kerry could not present himself as the better choice

Topic structure, Bush-Kerry TV debate 9/30/2004

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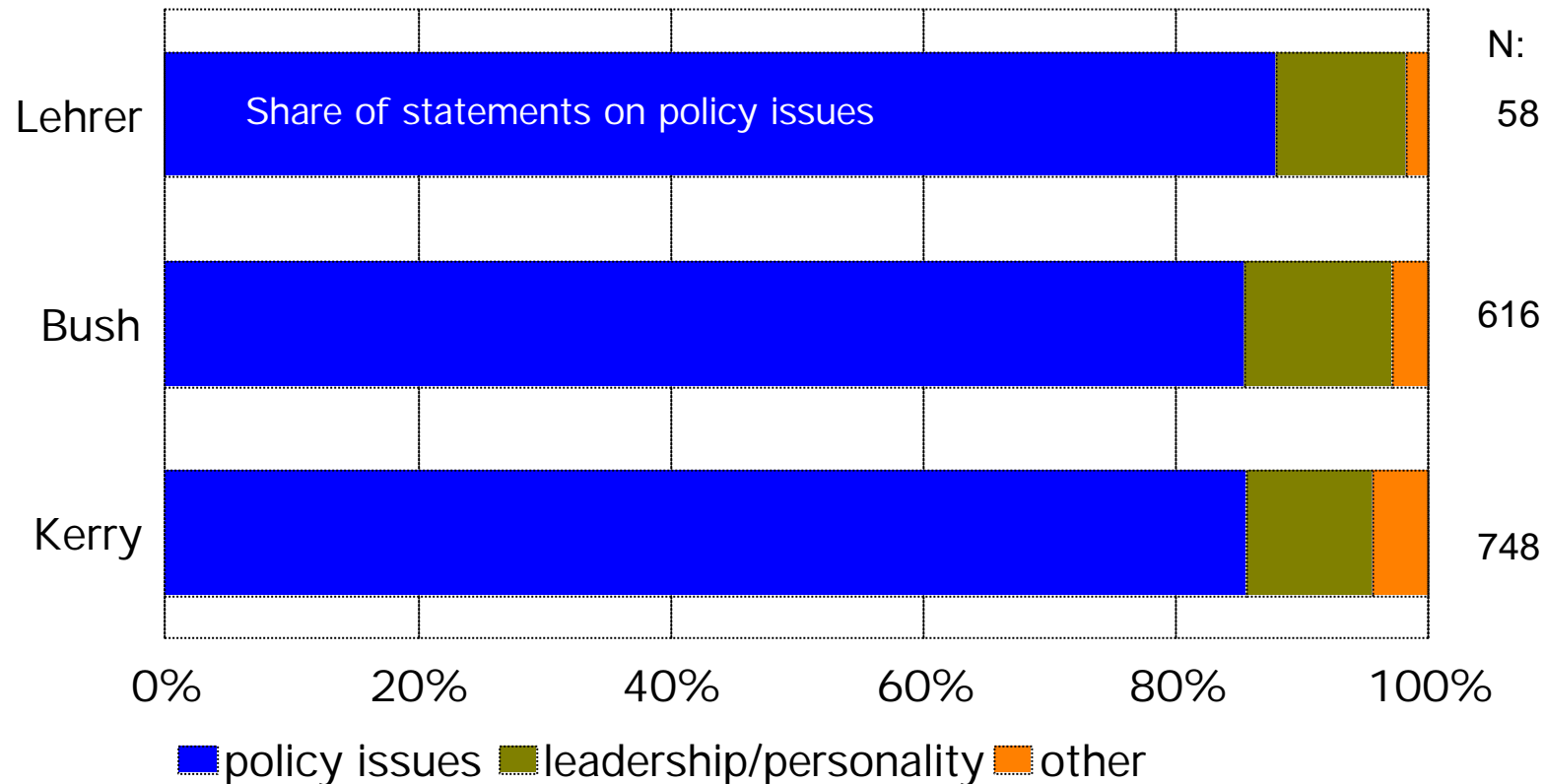


100%: All statements by or about each politician and topic

Analyzing attacks and counterattacks the President's record is slightly positive. Kerry could not present himself as the decisively better choice.

Spotlight on leadership...

Topic structure, Bush-Kerry TV debate 9/30/2004



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TV debates are usually dominated by policy issues. The debate dealt with leadership and personality as well

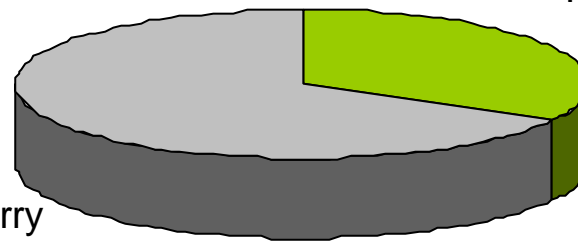
... and the flip-flopper is: Kerry

Statements on each other's inconsistency, 9/30/04 TV debate

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Bush on Kerry
67%



Kerry on Bush
33%



And the winner is...

Kerry needed a clear victory in the first TV debate to gain momentum. This was not apparent.

The burden on proof was clearly on Kerry to attack Bush's reputation and turn the line of argument to his favor. But the incumbent was equally vigorous in pointing out his achievements - in Iraq, in his support for the troops and in the fight against terrorism.

Bush successfully cornered Kerry on flip-flopping issue.

Kerry's explanations of his policy standpoints and voting records ultimately proved ineffective in countering Bush's charges of inconsistency. It was Kerry's goal to present himself as a viable alternative - this could not be seen.

Therefore: a draw. Which in the end helps Bush, not Kerry.