Abstract
The decade of the 1960s had many ups and downs. It started out with the generation of the youth taking over society with the help of John F. Kennedy elected president but as the decade continued it turned to violence. The Kennedy family had the ability to create their own brand. The media willing participated, with the exception of conservative views, in the construction of the American Dream, Kennedy family dynamics, and following traditional roles. In my thesis, I plan to discover how the Kennedys affected the media’s reporting throughout the 1960s. The relationship of the media and the Kennedys worked well together until the violence struck the family and the Kennedys began to break away from the constructed brand. The 1963 assassination of Jack allowed the media to control the image, which for so many years were influenced by the Kennedys. After that the media took control of the narrative depicting the Kennedys as their reporting on events changed because of Ted’s accident in 1969.