performer are the clearest proof that Levi's has captured the aura of a moment in America. The search for the American aesthetic may be an ongoing quest in an ever-changing nation, yet Levi Strauss's successfully tapped into this aesthetic to capture the political and societal anxiety occurring during the time the ads were filmed. These ads prove to be more than brilliant marketing strategy; they were a successful utilization of the American "nature" Whitman dreamed about. These ads have cemented Levi's not only as a product, but as an American icon.

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Presidential Libraries: The Influence of Ideology on Architecture

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Presidential monuments are usually thought of as being classical style structures that reside in Washington, D.C. The Jefferson, Lincoln, and Washington memorials all look as if they have been transported right out of Athens and put in the nation's capitol. But ever since Franklin D. Roosevelt decided to dedicate a place where his presidential papers could be archived and researched, Presidential Libraries have become, in essence, the new style of presidential memorials. Unlike the classical Greek style memorials found in Washington, D.C, these newer library memorials are built while the former president is living and are therefore subject to his review and specifications.

Moreover, presidential libraries differ in function from typical research libraries. They are actually two separate institutions. One part is the actual library where many of the former president's papers are archived. Researchers and historians use this part of the library to research the president with the help of the presidential library staff. The other part of the library is actually a museum. This is where visitors and tourists view the president's personal and public history through displays, models, exhibits, and media.

A living ex-president being able to essentially design his own memorial is a very important aspect of the presidential libraries. Looking at political scientist Murray Edelman's theory on politics and art, one can imagine how presidents can potentially have a significant role in determining how history and future generations perceive them. Edelman's theory on art states that "art is a fountainhead from which beliefs about politics and political actions ultimately spring" (Edelman, 2). Architecture is a form of art that Edelman identifies as being uniquely powerful. He states that "settings subtly but powerfully evoke authority, dignity, independence, competence, creativity, and the opposites of all of these quantities." Interestingly, this power that architecture has in influencing people is covert; people do not know that the surroundings they inhabit everyday are influencing them emotionally and subliminally (Edelman, 73). Applying this theory of art and architecture to the architecture of presidential libraries reveals the great power that former presidents have in influencing how they are viewed by visitors to their libraries.

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