

A black and white photograph showing a man in a dark suit and glasses shaking hands with a crowd of people. The man is on the left, leaning towards the right. The crowd consists of many people, some in uniform (possibly police or military), reaching out to shake hands. A camera on a tripod is visible in the upper center of the frame. The overall scene suggests a public appearance or campaign event.

# TRUDEAUMANIA

What's all the excitement?

# Politicians and Celebrities

- Brainstorm some of your favourite celebrities.
  - What makes them great? Your favourite?
- Brainstorm some great and popular politicians
  - What makes them great? Popular?

# Charisma and Mania



- What is charisma?
- Define charisma.

“A special personal quality or power of an individual making him capable of influencing or inspiring large numbers of people”
- What is mania?
- Define Trudeaumania

“( *Canadian* ) obsessional enthusiasm for Pierre Trudeau”

# Trudeaumania



- In pairs, watch the videos on PM Trudeau.
  - One partner will take notes on the charismatic things he does. (personality)
  - The other will take note of the things he does to make him so popular. (politics)

# Trudeaumania Videos

- [Trudeaumania Takes the Country by Storm and Sweeps Through Western Ontario, 1968](#)
- [Trudeaumania](#)
- [Just Watch Me](#)



# Partner Up and Answer



- 1.** Why was Pierre Trudeau so popular with Canadian young people during the late 1960s?
- 2.** In what ways was the reaction he prompted in his audiences similar to that a music or film star causes?
- 3.** Do you think a politician like Pierre Trudeau would be as popular with young people today as he was then?
- 4.** Are there any political leaders in Canada today who would be capable of causing a reaction from the public similar to the one that Trudeau caused? Explain your answer.