**→Forms of campaign advertisements**

* **Testimonial**: getting famous people to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_your position
* **Glittering Generalities**: A message that is too general with \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* **Bandwagon**: appealing to people by telling them they should join your \_\_\_\_\_\_. Everyone is doing it!
* **Card-Stacking**: Leaving out information or only presenting \_\_\_\_\_\_\_\_\_\_ side of issue
* **Plain Folks Appeal:** Appealing to regular people's values. Showing people \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
* **Negative Campaigning**

**Name Calling: trash-talking about another candidate. Also know as \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. Presenting what negative things could happen if you do not vote for them.**

**ANALYZING CAMPAIGN ADVERTISEMENTS**

|  |  |  |  |
| --- | --- | --- | --- |
| **Campaign Ad** | **What emotion or thought did it evoke?** | **Is it an effective ad? Why?** | **What campaign advertisement strategy did they use?** |
| **“Daisy” (1964)** |  |  |  |
| **“Morning in America” (1984)** |  |  |  |
| **Mitt Romney Ad: "American Family" (2007)** |  |  |  |
| **“Yes We Can!” (2008)** |  |  |  |
| **“Obama for America” (2012)** |  |  |  |
| **“Celebrity President” (2012)** |  |  |  |

**Writing Prompt: Do you think negative advertisements are effective at reaching voters? Why or why not? Use one example from an ad that you watched today to back up your argument.**

**Activity 1 (Group of 3)**

**Directions:** Script and act out a campaign advertisement using one of the propaganda techniques we learned about.

**How you are graded:**

* Script- 10 points.
* Obvious campaign advertisement strategy-10 points
* All group members appear in the skit. It is well done (practiced) and clear-10 points.

**Activity 2 (Individual)**

**Directions:** Write a campaign speech for the President at some point in the campaign trail that uses one of the propaganda techniques we discussed in class.

How you are graded:

* Written speech that uses a particular propaganda technique and includes 3 ideas the President would consider important to his party. – 15 points
* At least 1 page in length – 5 points
* Propaganda technique is evident-10 points

**Activity 3 (Individual or Partner)**

**Directions:** Create a scenario to be acted out for the class as “review charades” for each of the propaganda techniques. You will act these out for the class to help us review the techniques.

How you are graded:

* Written scenario for each propaganda technique. 20 points
* Acted out for the class – 10 points