



Media and Objectives/ Students

Politics: Preparing

	<p><i>The Role of Media in Elections: Helping Students Understand Media's Influence</i></p> <p>by Frank Baker, media educator</p> <p>(Workshops available; contact me)</p> <p>©2004</p>	
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Objectives

—describe the major types of political ads

- Negative – One candidate portrays the other in an unfavorable light.
- Warm and Fuzzy – Candidates make the viewer feel good about the country or his/her campaign.
- Humorous – Candidates elicit a laugh or smile from the viewer.
- Scary – Candidates evoke images of fear (usually combined with a Negative ad).
- Advocacy- advocates for/against an issue/person

—explain the visual and audio techniques common to ads

(See [How Images Can Manipulate You](#))

—understand both techniques of persuasion and advertisement appeals

—explain the relevance of media literacy in the social studies classroom

Sample questions students should consider:

- Who produced the message ?
- Who is speaking?
- Whose viewpoint is not heard?

- From whose perspective does the camera frame the events?
- Who owns the medium being used?
- What is our role as spectators in identifying with, or questioning what we see and hear?

-watch and deconstruct ads on video (see links in left column)

-listen as other students participate in the process of understanding the media's role in political advertising

Preparing students:

- ask students to read some of the **TIMELY NEWS ARTICLES** in order to have sufficient background on the topic
 - ask students to read the list of [QUOTES](#) about political advertising and discuss their reactions
 - ask students to brainstorm the question: how & why do candidates use the media?
 - ask students what they know about political advertising
 - do they remember any of the images, words, or phrases from any of the current “spots” being broadcast?
 - ask students to think about conventional advertising and the various [techniques of persuasion](#) it uses?
- how do these techniques compare with those used in political campaign advertising?
- ask students if they agree that “the candidate with the most money (who can purchase the most broadcasting time) always wins?”

REVISED download this [Political Advertising Analysis Worksheet](#)

See also this [Television Commercial Analysis Chart](#) (pdf)

NEW Recommended reading: [Voters Assailed By Unfair Persuasion](#)