

"Strength"

I am a member of the campaign staff for _____, the _____ candidate for U.S. President in 2012. Answer the following questions from the perspective of a campaign staff member.

Contextualizing (Focus on when this commercial took place.)

a. In what year did this commercial appear on TV? _____

Close Reading (What do you see and hear in this commercial?)

a. What words and/or images in the commercial stand out to you?

b. One role of a political party is to educate the electorate about issues and where a candidate stands on those issues. What issue is the focus of this commercial? What message is the commercial trying to send to the voters?

c. Another role of a political party is to help a candidate win the election. Pretend you were a member of John Kerry's campaign staff during this election. From this perspective, explain how this commercial helps Kerry to win the election.

Sourcing (Think about the viewpoint of the people who created this commercial.)

a. Remember that the people who created this commercial are trying to convince the electorate to vote for their candidate. One way that campaigns frequently do this is through the use of propaganda. Do you see any propaganda in this commercial? If so, identify both the example of propaganda that you see AND the type of propaganda it is (symbol, glittering generality, etc.).

Corroborating (Compare the "Victory" and the "Strength" commercials.)

a. What similarities do you see between the two commercials?

b. What differences do you see between the two commercials?
