

## "Victory"

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.

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### Contextualizing (Focus on when this commercial took place.)

- In what year did this commercial appear on TV? \_\_\_\_\_ The Republican candidate for President that year was \_\_\_\_\_ and the Democratic candidate was \_\_\_\_\_.
  - What major event had taken place in the U.S. since the prior presidential election in 2000? \_\_\_\_\_
  - What "war" is taking place at the time this commercial appeared on TV? \_\_\_\_\_
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### Close Reading (What do you see and hear in this commercial?)

- What words and/or images in the commercial stand out to you?
  - 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?
  - Why does this commercial include swimmers? (Hint: What other event was taking place in the year in which this commercial appeared on TV?) What do you think is the connection between this event and the issue identified in the commercial?
  - Another role of a political party is to help its candidate win the election. Pretend you were a member of George Bush's campaign staff during this election. From this perspective, explain how this commercial helps President Bush to win the election.
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### 3. Sourcing (Think about the viewpoint of the people who created this commercial.)

- Remember that the people who created this commercial are trying to convince the electorate to vote for their respective 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.).
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