

"Victory"

Answer the following questions from the perspective of a member of the electorate.

Contextualizing (Focus on when this commercial took place.)

- a. In what year did this commercial appear on TV? _____ The Republican candidate for President that year was _____ and the Democratic candidate was _____.
- b. What major event had taken place in the U.S. since the prior presidential election in 2000? _____
- c. What "war" is taking place at the time this commercial appeared on TV? _____

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

- a. As a part of the electorate, you should keep in mind that some of what is said during a campaign is factual and some of it is someone's opinion. Identify one **FACT** and one **OPINION** that you see in this commercial.

Fact : _____

Opinion: _____

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

- a. As a voter in a presidential election, you should consider the source of the information you see and hear during a campaign. What do you know about the source of this commercial? Answer the following questions:

Who paid for this commercial? _____

Who approved this commercial? _____

- b. As a voter, you also should be able to detect bias in what you see and hear during a political campaign. Is this

commercial presenting a neutral or a biased view? _____ Explain how you know this (be sure to provide an example as a part of your explanation): _____

- c. As a member of the electorate, remember to watch out for 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, bandwagon, etc.).
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