



Media and Politics: Lesson Plans

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

Links to Other Political Ad/Media Lesson Plans

URL for this page:

<https://www.frankwbaker.com/mlc/media-politics-lesson-plans/>

| Lesson plan title | Grade | Source |
|--|----------|----------------------------|
| Active Citizenship: Judging Propaganda | 3-8 | KidsVoting.org |
| Ad Nauseam: Exploring the Role of Special-Interest Groups in Campaign Advertisements | 6-12 | New York Times |
| Analysis of Campaign Advertising (page 7) | MS-HS | Washington Post NIE |
| Analyzing & Creating Political Advertisements | Upper EL | Ronald Reagan Foundation |
| Analyzing Campaign Ads (worksheet) | MS-HS | Nebraska Unicameral |
| Analyzing Media-Political Ads | 10 | ClassZone McDougal Littell |
| Analyzing Political Advertising | 12 | UTOPIA, UT-Austin |
| Analyzing Political Campaign Commercials | MS | Loudoun Co (VA) Schools |

| | | |
|---|----------|--|
| Analyzing Political Campaign Commercials | MS | Everyday Americans, Exceptional Americans curriculum |
| Analyzing Political TV Advertising | HS | Organization of American Historians |
| Anatomy of a Political Ad | HS | KQED |
| A Race To Watch: Campaign 2008, The Role Of Technology and the Internet | 9-12 | PBS Newshour |
| Art, Advertising & Propaganda | 9-12 | PBS (How Art Made the World, 2006) |
| Be Ad Smart: Understanding Political Advertising | 3-6, 6-8 | Scholastic |
| By the People: Analyzing Political Ads | HS | PBS (By The People, Election 2004) |
| Campaign Ad Critique | 6-12 | Education World |
| Campaign Ads 2008: Storyboarding Ads Types of Ads Strategies for Ads Historic Ads | 6-12 | C-SPAN Classroom (archived) |
| Campaign Advertising | MS-HS | Youth Leadership Initiative, UVA Center for Politics |
| Campaign Advertising: Selling the Candidate (page 7) | MS-HS | Student Voices |
| Campaign Finance Reform | HS | PBS (NOW) |
| Creating Campaign Commercials | | Houghton Mifflin |

| | | |
|--|-----------|--|
| <u>Critical Voter Curriculum</u> | MS-HS | CriticalVoter.com (2012) |
| <u>Decoding Elections</u> | MS-HS | Newseum (2018) |
| <u>Deconstructing campaign messages & perceptions</u> | MS-HS | Center for Action Civics/Mikva Challenge |
| <u>Developing Critical Analysis</u> | MS-HS | The Living Room Candidate |
| <u>Diagnosing Propaganda Techniques in Campaign Ads</u> | Secondary | SchoolJournalism.org |
| <u>Dissect An Ad</u> | MS-HS | PBS |
| <u>Election 2008 Campaign Advertising</u> | MS-HS | Cyberbee.com |
| <u>Election 2012 Campaign Ads</u> | MS-HS | CSpan |
| <u>Evaluating Election Ads</u> | MS-HS | Newseum (registration required) |
| <u>Evaluating Historical Presidential Ads</u> | MS-HS | CSPAN (registration required) |
| <u>Explore Political Advertising</u> | 6-12 | Classroom Law Project 2004 |
| <u>Eye of the Beholder: A Media Literacy Activity</u> | 9-12 | Education World |
| <u>Is That A Fact? Understanding Persuasive Strategies in Election Campaigns</u> | 9-12 | Scholastic |
| <u>Fighting The Horse Race: Creating Ads Which Explore 2008 Presidential Candidates & Issues</u> | MS-HS | Media Literacy Clearinghouse Inc. |

| | | |
|--|-----------------------|------------------------------|
| Getting To Know The Candidates: Analyzing Their Campaign Ads | 3-12 | Education World |
| Government Lesson Plan 4 | | Maryland Dept of Ed |
| How are Political Commercials Manipulated to Influence? | 6th | The Dog At My Homework/PBS |
| How Effective Are Presidential Campaign Ads? | | C-SPAN 2020 |
| Is That A Fact? | 3-8 | Scholastic (2008) |
| It's An Ad Eats Ad World | 6-12 | New York Times |
| The Language of Politics | 9-12 | Assignment Media Literacy |
| Lights, Camera, Politics: Create Your Own Presidential Campaign Ad | 7-12 | PBS Newshour 2012 |
| Media And Elections | 12 | University of Texas |
| Media Construction of Presidential Campaigns | MS-HS | Project LookSharp |
| Media Images of the President: Web Quest | Secondary; College | Appalachian State University |
| MEDIASCOPE: Political TV Ad | MS-HS | HRW: Elements of Literature |
| Playing On Emotions: Focus on Political Ads Featuring Children | MS-HS | The Living Room Candidate |

| | | |
|--|-----------|---------------------------------------|
| Political Advertising Student Voices: Candidates In Their Own Words Unit 3 Option 2 (pages 5-7) | HS | Annenberg Public Policy Center (2005) |
| Political Ads In Historical Context | MS HS | The Living Room Candidate |
| Political Ads: Leading or Misleading Voters? | HS | PBS |
| Political Advertising: Be Prepared | NA | Philadelphia Inquirer |
| Political Advertisements | 3-12 | Election Co-nnection |
| Political Advertising & Propaganda Techniques | Secondary | Common Sense |
| Political Campaign Advertisements 2016 | Secondary | PBS |
| Political Commercials: Leading or Misleading Voters | HS | PBS Newshour Extra (2004) |
| Political TV Advertisement Project | 9th-12th | 2011, Curriki |
| Presidential Ads Lesson Plan | MS-HS | Flocabulary |
| Presidential Election: Making TV news | HS | Teachable Moment |
| Propaganda Techniques in Literature and Online Political Ads | 9-12 | Read, Write, Think |
| Ready to Vote: Look Out | MS-HS | Knowitall.org (SC ETV) |
| Lesson Plan on Political Ads | 5-12 | Scholastic Magazine |

| | | |
|--|-------------------|--|
| <u>Social Media and Advertising in the 2012 Elections</u> | 9-12 | PBS Newshour (2012) |
| <u>Students Create Video Ads For Historial Presidential Elections</u> | 9-12 | NY Times Learning Network |
| <u>Questions for Analyzing Ads</u> | 6-12 | C-SPAN |
| <u>Road to the White House: Understanding Pres. Elections</u> | HS | Students for Educated Democracy; US Hispanic Leadership Institute |
| <u>Selling Candidates: 7th, 8th grade, Campaign Ad Unit</u> | 7-8 | ACME, Vermont |
| <u>Selling of A Candidate: Political Advertising at its Worst and Best</u> | Secondary | University of Houston |
| <u>Ten Ways to Write about Election Time</u> | Secondary | National Council for Teachers of English (NCTE) |
| <u>The People's Choice: Digital Imagery and the Art of Persuasion</u> | Secondary | SEDL |
| <u>The 2004 Election: Kids Can Make A Difference</u> | Elementary-Middle | Instructor Magazine |
| <u>Understanding Political Advertising</u> | 9-12 | Hot Chalk |
| <u>Understanding The Language Of Political Ads</u> | MS-HS | The Living Room Candidate |

| | | |
|---|-----------|---------------------------|
| <u>Use Editorial Cartoons to Teach About Elections Past and Present</u> | MS-HS | Education World |
| <u>Using Political Propaganda During Elections</u> | 9-12 | Congresslink.org |
| <u>View Smart To Vote Smart</u> | MS, HS | Cable TV Industry |
| <u>Watching The Elections</u> | 8-12 | MediaSmart |
| <u>What Makes A Good Campaign Ad?</u> | Secondary | CSPAN |
| <u>What Makes An Effective Ad?</u> | MS,HS | The Living Room Candidate |
| <u>Winning Campaigns-2008</u> | 6-8 | Scholastic |