



# Media and Politics: Lesson Plans

	<p><b><i>The Role of Media in Elections: Helping Students Understand Media's Influence</i></b></p> <p>by Frank Baker, media educator (<a href="#">Workshops</a> available; contact me)</p> <p>©2004</p>	
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## 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
<a href="#">Active Citizenship: Judging Propaganda</a>	3-8	KidsVoting.org
<a href="#">Ad Nauseam: Exploring the Role of Special-Interest Groups in Campaign Advertisements</a>	6-12	New York Times
<a href="#">Analysis of Campaign Advertising</a> (page 7)	MS-HS	Washington Post NIE
<a href="#">Analyze 2020 and 2024 Presidential Campaign Ads</a>	MS-HS	PBS
<a href="#">Analyzing &amp; Creating Political Advertisements</a>	Upper EL	Ronald Reagan Foundation
<a href="#">Analyzing Campaign Ads</a> (worksheet)	MS-HS	Nebraska Unicameral
<a href="#">Analyzing Media-Political Ads</a>	10	ClassZone McDougal Littell

<a href="#">Analyzing Political Advertising</a>	12	UTOPIA, UT-Austin
<a href="#">Analyzing Political Campaign Commercials</a>	MS	Loudoun Co (VA) Schools
<a href="#">Analyzing Political Campaign Commercials</a>	MS	Everyday Americans, Exceptional Americans curriculum
<a href="#">Analyzing Political TV Advertising</a>	HS	Organization of American Historians
<a href="#">Anatomy of a Politcal Ad</a>	HS	KQED
<a href="#">A Race To Watch: Campaign 2008, The Role Of Technology and the Internet</a>	9-12	PBS Newshour
<a href="#">Art, Advertising &amp; Propaganda</a>	9-12	PBS (How Art Made the World, 2006)
<a href="#">Be Ad Smart: Understanding Political Advertising</a>	3-6, 6-8	Scholastic
<a href="#">By the People: Analyzing Political Ads</a>	HS	PBS (By The People, Election 2004)
<a href="#">Campaign Ad Critique</a>	6-12	Education World
<a href="#">Campaign Ads 2008: Storyboarding Ads Types of Ads Strategies for Ads Historic Ads</a>	6-12	C-SPAN Classroom (archived)
<a href="#">Campaign Advertising</a>	MS-HS	Youth Leadership Initiative, UVA Center for Politics

<a href="#"><u>Campaign Advertising: Selling the Candidate</u></a> (page 7)	MS-HS	Student Voices
<a href="#"><u>Campaign Finance Reform</u></a>	HS	PBS (NOW)
<a href="#"><u>Creating Campaign Commercials</u></a>		Houghton Mifflin
<a href="#"><u>Critical Voter Curriculum</u></a>	MS-HS	CriticalVoter.com (2012)
<a href="#"><u>Decoding Elections</u></a>	MS-HS	Newseum (2018)
<a href="#"><u>Deconstructing campaign messages &amp; perceptions</u></a>	MS-HS	Center for Action Civics/Mikva Challenge
<a href="#"><u>Developing Critical Analysis</u></a>	MS-HS	The Living Room Candidate
<a href="#"><u>Diagnosing Propaganda Techniques in Campaign Ads</u></a>	Secondary	SchoolJournalism.org
<a href="#"><u>Dissect An Ad</u></a>	MS-HS	PBS
<a href="#"><u>Election 2008 Campaign Advertising</u></a>	MS-HS	Cyberbee.com
<a href="#"><u>Election 2012 Campaign Ads</u></a>	MS-HS	Cspan
<a href="#"><u>Evaluating Election Ads</u></a>	MS-HS	Newseum (registration required)
<a href="#"><u>Evaluating Historical Presidential Ads</u></a>	MS-HS	CSPAN (registration required)
<a href="#"><u>Explore Political Advertising</u></a>	6-12	Classroom Law Project 2004
<a href="#"><u>Eye of the Beholder: A Media Literacy Activity</u></a>	9-12	Education World
<a href="#"><u>Is That A Fact? Understanding Persuasive Strategies in Election Campaigns</u></a>	9-12	Scholastic

<a href="#">Fighting The Horse Race: Creating Ads Which Explore 2008 Presidential Candidates &amp; Issues</a>	MS-HS	Media Literacy Clearinghouse Inc.
<a href="#">Getting To Know The Candidates: Analyzing Their Campaign Ads</a>	3-12	Education World
<a href="#">Government Lesson Plan 4</a>		Maryland Dept of Ed
<a href="#">How are Political Commercials Manipulated to Influence?</a>	6th	The Dog At My Homework/PBS
<a href="#">How Effective Are Presidential Campaign Ads?</a>		C-SPAN 2020
<a href="#">Is That A Fact?</a>	3-8	Scholastic (2008)
<a href="#">It's An Ad Eats Ad World</a>	6-12	New York Times
<a href="#">The Language of Politics</a>	9-12	Assignment Media Literacy
<a href="#">Lights, Camera, Politics: Create Your Own Presidential Campaign Ad</a>	7-12	PBS Newshour 2012
<a href="#">Media And Elections</a>	12	University of Texas
<a href="#">Media Construction of Presidential Campaigns</a>	MS-HS	Project LookSharp
Media Images of the President: <a href="#">Web Quest</a>	Secondary; College	Appalachian State University

<u>MEDIASCOPE: Political TV Ad</u>	MS-HS	HRW: Elements of Literature
<u>Playing On Emotions: Focus on Political Ads Featuring Children</u>	MS-HS	The Living Room Candidate
Political Advertising Student Voices: <u>Candidates In Their Own Words</u> Unit 3 Option 2 (pages 5-7)	HS	Annenberg Public Policy Center (2005)
<u>Political Ads In Historical Context</u>	MS HS	The Living Room Candidate
<u>Political Ads: Leading or Misleading Voters?</u>	HS	PBS
<u>Political Advertising: Be Prepared</u>	NA	Philadelphia Inquirer
<u>Political Advertisements</u>	3-12	Election Co-nnection
<u>Political Advertising &amp; Propaganda Techniques</u>	Secondary	Common Sense
<u>Political Campaign Advertisements 2016</u>	Secondary	PBS
<u>Political Commercials: Leading or Misleading Voters</u>	HS	PBS Newshour Extra (2004)
<u>Political TV Advertisement Project</u>	9th-12th	2011, Curriki
<u>Presidential Ads Lesson Plan</u>	MS-HS	Flocabulary
<u>Presidential Election: Making TV news</u>	HS	Teachable Moment

<a href="#">Propaganda Techniques in Literature and Online Political Ads</a>	9-12	Read, Write, Think
<a href="#">Ready to Vote: Look Out</a>	MS-HS	Knowitall.org (SC ETV)
<a href="#">Lesson Plan on Political Ads</a>	5-12	Scholastic Magazine
<a href="#">Social Media and Advertising in the 2012 Elections</a>	9-12	PBS Newshour (2012)
<a href="#">Students Create Video Ads For Historical Presidential Elections</a>	9-12	NY Times Learning Network
<a href="#">Questions for Analyzing Ads</a>	6-12	C-SPAN
<a href="#">Road to the White House: Understanding Pres. Elections</a>	HS	Students for Educated Democracy; US Hispanic Leadership Institute
<a href="#">Selling Candidates: 7th, 8th grade, Campaign Ad Unit</a>	7-8	ACME, Vermont
<a href="#">Selling of A Candidate: Political Advertising at its Worst and Best</a>	Secondary	University of Houston
<a href="#">Ten Ways to Write about Election Time</a>	Secondary	National Council for Teachers of English (NCTE)
<a href="#">The People's Choice: Digital Imagery and the Art of Persuasion</a>	Secondary	SEDL
<a href="#">The 2004 Election: Kids Can Make A Difference</a>	Elementary-Middle	Instructor Magazine

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