
CREATING CAMPAIGN COMMERCIALS

OVERVIEW

Students will examine forms of propaganda and identify the use and purpose of propaganda in political campaigns. They will use propaganda techniques to create campaign advertisements for political candidates.

PROCEDURE

1. Show a clip of a television political campaign advertisement or play a radio campaign advertisement. Have students determine whether propaganda was demonstrated in the commercials and, if so, which type.
2. Place students into groups of three to five. Have the groups select a candidate for governor or other state office and develop a campaign advertisement for their selected candidate. Students may either select radio or television for their advertisement. Instruct students to use at least one type of propaganda in their advertisement.

If possible, have groups creating television advertisements use a video camera to tape their advertisements. Likewise, have those groups creating radio advertisements use a tape recorder if possible. Taping the advertisements adds to the activity's authenticity and provides students with an excellent way to review and critique their own and their peers' work.

If such equipment is not available, groups can perform skits of their television advertisements and read aloud the scripts for their radio advertisements.

3. After each advertisement is presented, discuss the type(s) of propaganda used.

SIMULATIONS AND CASE STUDIES

PLANNING

- Time recommended:
90 minutes



OBJECTIVES

- Recognize forms of propaganda
- Identify the use and purpose of propaganda in political campaigns
- Develop critical thinking skills

MATERIALS

- Recorded radio and television campaign advertisements
- Recording Device (optional)