

### **C13 Symbols of Pres. Power/Thesaurus**

This task will help you develop a deeper understanding of how symbols of presidential power are used in campaign ads.

#### Instructions:

- Go to EASE History -- <http://www.easehistory.org/>
- Search on 'Accomplishments' in EASE History. [Search: EASE History Campaign Ads> Presidential Leadership Attributes>Accomplishments]
- Examine at least four cases that have been coded on 'Accomplishments'. (In EASE History, campaign ads and historical events are treated as cases.)
- Column 1: Four symbols of the Presidential Power have been provided.
- Column 2: Select three cases that feature the symbol of presidential power. For example, look for three cases that feature a desk and then write the names of the three cases in the 2<sup>nd</sup> column. A case can be used to illustrate more than one more than one presidential symbol.
- Column 3: For each case, select synonyms that are a good fit with how the symbol is used.

Main Entry: power 1

Part of Speech: noun

Definition: competence

Synonyms: ability, aptitude, bent, capability, capacity, competency, dynamism, effectiveness, efficacy, endowment, faculty, function, gift, influence, potential, potentiality, qualification, skill, talent, turn, virtue

Source: Roget's New Millennium™ Thesaurus, First Edition (v 1.1.1)

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Main Entry: power 2

Part of Speech: noun

Definition: capacity

Synonyms: applied force, arm, beef, brawn, dynamism, energy, force, forcefulness, horsepower, intensity, mechanical energy, might, muscle, omnipotence, potency, potential, powder, puissance, sinew, stream, strength, vigor, vim, virtue, voltage, weight

Source: Roget's New Millennium™ Thesaurus, First Edition (v 1.1.1)

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Main Entry: power 3

Part of Speech: noun

Definition: control

Synonyms: ascendancy, authority, authorization, birthright, clout, command, connection, direction, dominance, domination, dominion, hegemony, influence, inside track, juice, jurisdiction, last word, law, leadership, license, management, mastery, might, moxie, omnipotence, prerogative, prestige, privilege, regency, right, rule, say-so, scepter, sovereignty, steam, strength, strings, superiority, supremacy, sway, warrant, weight, wire

Source: Roget's New Millennium™ Thesaurus, First Edition (v 1.1.1)

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Symbols of Presidential Power	3 cases that feature the symbol	Synonyms for 'power' that are a good fit with each case
Desk	1. 2. 3.	1. 2. 3.
Oval Office	1. 2. 3.	1. 2. 3.
Telephone	1. 2. 3.	1. 2. 3.
Pen	1. 2. 3.	1. 2. 3.