

## **C1 Comparing and Contrasting Campaign Ads**

This activity supports the comparing and contrasting of campaign ads.

### Instructions:

- Go to EASE History -- <http://www.easehistory.org/>
- Search on the 1964 campaign ads in EASE History. [EASE History Campaign Ads>Year>1964]
- Select two cases from the 1964 campaign. (In EASE History, ads and historical events are treated as cases.)
- Place the ads side by side in EASE History. [Compare viewing mode]
- Complete the guide.

### **Case #1**

- Title:
- Candidate:
- Year:
- Party:
- Do you think that this source is reliable? Rate from 1 2 3 4 5 6 7 (circle one)
- Why did you give the source this rating?

### **Case #2**

- Title:
- Candidate:
- Year:
- Party:
- Do you think that this source is reliable? Rate from 1 2 3 4 5 6 7 (circle one)
- Why did you give the source this rating?

*Watch the two cases.*

### **1. First Impressions.**

- What is the first ad about? What is the second ad about?

Case #1 is about

Case #2 is about

*It is important to look again. We see more when we continue to revisit cases.*

### **2. Looking Again.**

Look at the two cases again.

- After looking again at the cases, what did you notice that you didn't notice the first time around?

I noticed that in Case #1

I noticed that Case #2

*The circumstances in which an event occurs is called context. Since context is always changing, each case will be sort of similar and sort of different from other cases.*

**3. Placing Cases in Context.**

Think about the context that surrounds each case (i.e. situation, time period shown, people and objects). Use the resources available through each case, prior knowledge, and information from your textbook, to help you place these ads in context.

Case #1:

A. List people and objects that appear in Case #1.	C. How can your responses to questions A and B help you place Case #1 in context?
B. What do you know about the situation and time period that can support your understanding of Case #1?	
D. How is the context that surrounds Case #1 sort of similar and sort of different from today's world?	

Case #2:

A. List people and objects that appear in Case #2.	C. How can your responses to questions A and B help you place Case #2 in context?
B. What do you know about the situation and time period that can support your understanding of Case #2?	
D. How is the context that surrounds Case #2 sort of similar and sort of different from today's world?	

How is the context that surrounds Case #1 and Case #2 sort of similar and sort of different from each other?
--

*Campaign ads often highlight their candidate's strengths and compensate for their candidate's weaknesses.*

**4. Each Campaign Ad has Multiple Goals.**

- How does each case highlight the candidate’s strengths and compensate for the candidate’s weaknesses? In EASE History, candidate profiles include information on the candidate’s strengths and weaknesses.

	Case #1	Case #2
How are the candidate’s strengths highlighted?		
How does the ad compensate for the candidate’s weaknesses?		

*Campaign ads are complex because one single theme or perspective cannot tell its whole story. Your ability to look at cases from multiple perspectives can help you have a deeper understanding of the ad.*

**5. Viewing Cases from Multiple Perspectives.**

- Describe each case from four different perspectives. [Select thematic perspectives from ‘Ad Themes’ in the Campaign Ads menu or from the thematic perspectives in Question 4.]

Perspective #1 _____	Perspective #2 _____
Perspective #3 _____	Perspective #4 _____