

C2 Single Campaign Ad Analysis

This task will support the examination of a campaign ad.

Instructions:

- Go to EASE History -- <http://www.easehistory.org/>
- Search on Hub Cases. [EASE History Campaign Ads Main Menu>Hub Cases]
- Examine at the Hub Cases and select one case that you would like to analyze. (In EASE History, ads and historical events are treated as cases.)
- Select a case.
- Complete the Historical Thinking Guide.

1. Case Info

- 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?

Examine the case.

2. First Impressions.

- What is this case about?

This case is about...

Look at the case again.

3. Looking Again.

- What did you notice that you didn't notice the first time around?

I noticed that...

4. Placing the Case 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.

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

5. Each Campaign Ad has Multiple Goals.

- How does the 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.

How are the candidate's strengths highlighted?	
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<p>How does the ad compensate for the candidate's weaknesses?</p>	
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6. Viewing a Case from Multiple Perspectives.

Instructions: Describe the case from at least four different perspectives. [See Thematic Perspectives Handout.]

Examples: Look at this case from the bandwagon perspective, the music perspective, the leadership perspective, the national security perspective, etc.

<p>Perspective #1 _____</p>	<p>Perspective #2 _____</p>
<p>Perspective #3 _____</p>	<p>Perspective #4 _____</p>