

C7 Campaign Ads have Multiple Goals

Instructions:

- Go to EASE History -- <http://www.easehistory.org/>
- Search on 1964 and 2004 in EASE History's Theme Search Page. [EASE History Home Page>Theme Search] Do an "or" search.
- Examine at least six cases from each campaign year. (In EASE History, campaign ads and historical events are treated as cases.)
- Select two cases-- one from each campaign year.
- Row 1: Write down the both case names.
- Row 2: How does each case highlight the candidate's strengths?
- Row 3: How does each case compensate for the candidate's weaknesses?

Candidate profiles are available through the artifacts icon on campaign ads. Profiles include information on the candidate's strengths and weaknesses.

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