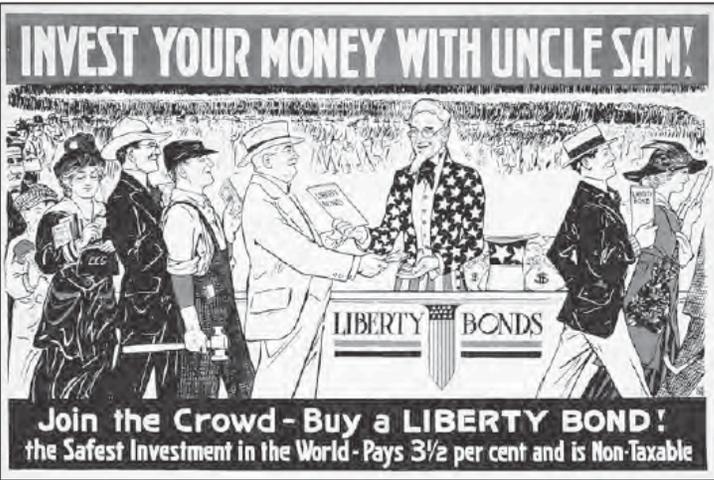


SS.7.C.2.11 Low Level of Complexity Sample Item Explanation

Question	Which option presents a clear point of view?	The correct answer should identify the type of media or political communication that communicates a straight-forward opinion.
A	bias	Correct – This is the correct response because bias is an opinion that clearly supports one point of view over another.
B	metaphor	Incorrect – A metaphor is a word or phrase that means one thing, but refers to something else (e.g., “The President of the United States is a lame duck.”). It is not a clear point of view.
C	propaganda	Incorrect – Propaganda is a method of spreading information that is intended to hurt or support an institution, cause or person. Propaganda usually presents information as factual although it is misleading or untrue, so while it may support a point of view, it does not usually present a clear opinion.
D	symbolism	Incorrect – Symbolism is the use of something, such as an image, to represent an idea or point of view. Symbolism does not directly communicate a clear opinion.

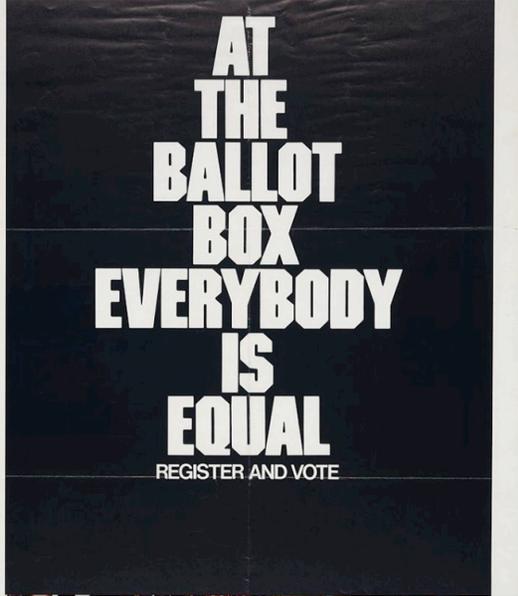


SS.7.C.2.11 Moderate Level of Complexity Sample Item Explanation

<p>Question</p>	<p>The poster below was created in 1917.</p> <div style="text-align: center;">  <p>Source: Public Domain / Library of Congress</p> </div> <p>Which type of communication is shown in this poster?</p>	<p>The question asks for an identification of the type of communication used in the poster.</p>
<p>A</p>	<p>accurate</p>	<p>Incorrect – The poster is not an example of accurate communication because persuasion techniques are being used.</p>
<p>B</p>	<p>biased</p>	<p>Incorrect – The poster is not an example of biased communication because it does not illustrate a preference or opinion favoring one way of thinking or feeling over another.</p>
<p>C</p>	<p>informational</p>	<p>Incorrect – The poster is not an example of informational communication because it uses persuasion techniques and does not present facts.</p>
<p>D</p>	<p>propagandized</p>	<p>Correct – This poster is an example of propagandized communication because the poster is attempting to persuade the viewer to buy a liberty bond to help the United States. The poster is persuading the viewer using bandwagon (“join the crowd”) propaganda.</p>



SS.7.C.2.11 High Level of Complexity Sample Item Explanation

Question	<p>The poster below was placed in public buildings, businesses and schools by a civil rights group.</p> <div style="text-align: center;">  </div>	<p>Analyze the text in the poster. Predict how a civil rights interest group would use this propoganda to influence long-term policy changes.</p>
	<p>What is a long term policy goal of the interest group?</p>	
A	electing candidates	Incorrect – Candidates will be elected no matter how many people choose to vote. The interest group is promoting voter participation as a general practice and not the election of specific candidates.
B	regulating elections	Incorrect – The text on the poster does not support this response because there is no mention of regulating elections on it.
C	improving citizens’ lives	Correct – When citizens vote they are communicating with government as to what they want government to do in the long-term and short-term. If more people vote, government officials will be more responsive to citizens’ policy demands.
D	influencing political appointments	Incorrect – The text on the poster does not support this response because appointments are not made by popular vote.

