

## Examples of Political Communication-SAMPLE ANSWERS

*Directions: Evaluate the following political communication and list specific examples of techniques and methods used:*

<b>“Daisy” Campaign Ad for LBJ (1964):</b>	<p>Techniques/Methods: Emotional appeal, fear, glittering generalities, name calling</p> <p>Purpose: To convince the American people to vote for LBJ. Danger lies ahead for the future of the nation if they don’t.</p>
<b>Car Sharing political cartoon (1940’s)</b>	<p>Techniques/Methods: Emotional appeal, fear, bandwagoning, name-calling, glittering generalities</p> <p>Purpose: To convince the American people to support war efforts like rationing and car-sharing for the sake of being “American”. Not contributing to these issues would make you the “enemy”.</p>
<b>Bush Bumper Sticker (2004)</b>	<p>Techniques/Methods: transfer, testimonial, symbolism (American flag, colors)</p> <p>Purpose: To show that a large demographic of voters (in this case Veterans) support the person running for office</p>
<b>Social Media Influence (2012)</b>	<p>Techniques/Methods: bandwagon, plain folks</p> <p>Purpose: To show the overwhelming social media presence that President Obama had over opponent Mitt Romney in the 2012 presidential election.</p>
<b>State of the Union Addresses (2020, 2023)</b>	<p>Techniques/Methods: slanted facts, omission, factual accuracy, card stacking</p> <p>Purpose: They’re picking pieces of truth to highlight in their speeches without giving the entire story. Pieces are true, but the whole picture isn’t clearly laid out.</p>

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Find Your Own Example: **ANSWERS WILL VARY**

Political Event or Issue:	
Source #1	<p><i>Headline:</i></p> <p><i>Perspective Taken:</i></p> <p><i>Communication Techniques and Strategies Used:</i></p> <p><i>Potential Impact on Public Opinion:</i></p>
Source #2	<p><i>Headline:</i></p> <p><i>Perspective Taken:</i></p> <p><i>Communication Techniques and Strategies Used:</i></p> <p><i>Potential Impact on Public Opinion:</i></p>