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

| **“Daisy” Campaign Ad for LBJ (1964):** |  |
| --- | --- |
| **Car Sharing political cartoon (1940’s)** |  |
| **Bush Bumper Sticker (2004)** |  |
| **Social Media Influence (2012)** |  |
| **State of the Union Addresses (2020, 2023)** |  |

**Find Your Own Example:**

| **Political Event or Issue:** | |
| --- | --- |
| **Source #1** | *Headline:*  *Perspective Taken:*  *Communication Techniques and Strategies Used:*  *Potential Impact on Public Opinion:* |
| **Source #2** | *Headline:*  *Perspective Taken:*  *Communication Techniques and Strategies Used:*  *Potential Impact on Public Opinion:* |