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

| **“Daisy” Campaign Ad for LBJ (1964):** | Techniques/Methods: Emotional appeal, fear, glittering generalities, name calling  Purpose: To convince the American people to vote for LBJ. Danger lies ahead for the future of the nation if they don’t. |
| --- | --- |
| **Car Sharing political cartoon (1940’s)** | Techniques/Methods: Emotional appeal, fear, bandwagoning, name-calling, glittering generalities  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”. |
| **Bush Bumper Sticker (2004)** | Techniques/Methods: transfer, testimonial, symbolism (American flag, colors)  Purpose: To show that a large demographic of voters (in this case Veterans) support the person running for office |
| **Social Media Influence (2012)** | Techniques/Methods: bandwagon, plain folks  Purpose: To show the overwhelming social media presence that President Obama had over opponent Mitt Romney in the 2012 presidential election. |
| **State of the Union Addresses (2020, 2023)** | Techniques/Methods: slanted facts, omission, factual accuracy, card stacking  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. |

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

| **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:* |