

CAMPAIGN AD PERSUASIVE DEVICES

activity kit

CREATE ENGAGED CITIZENS BY

Learning common persuasive devices used in campaign ads

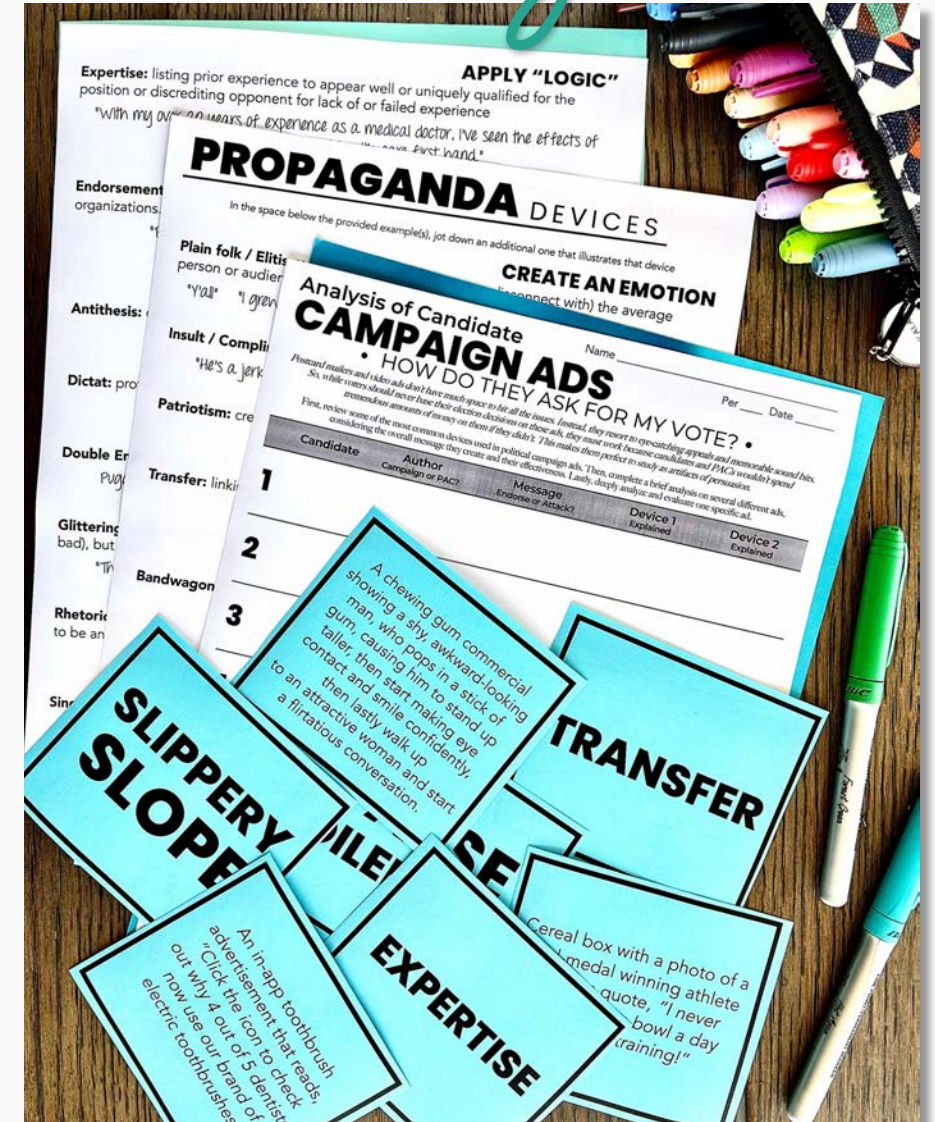
Examining memorable historical campaign ads

Watching and analyzing ads from the current election season

Constructing an extended analysis of one ad in particular

Also included

Lesson plans, links, print-and-go PDFs & editable Google files

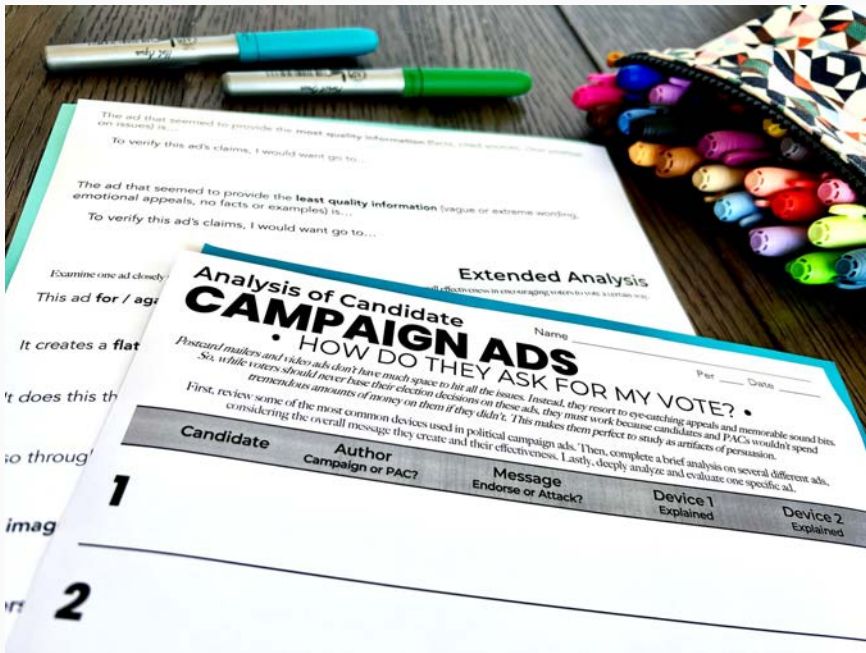


ACTIVITIES THAT *engage & challenge*

TEACH AS AN AUTHENTIC PBL

- ✓ **Brainstorm** examples of persuasive devices
- ✓ **Match** advertisements with persuasive devices to illustrate their everyday presence
- ✓ **Closely analyze** real political ads from the current election
- ✓ **Debrief & discuss** how ads persuade them in how they feel about the candidates

**BUILT TO SUPPORT A RANGE OF
ABILITY LEVELS**



SUPPORTS

included

- ✓ Detailed daily lesson plans with standards, essential question, takeaways, and links to website tools
- ✓ Multiple examples of each persuasive device for practice
- ✓ Reference handout and matching game for learning devices
- ✓ Google digital version of all student activities
- ✓ Activities built to support **ANY** election year—presidential, mid-term, or odd-year

**EVERYTHING'S INCLUDED TO
TEACH LIKE A PRO**

