

PRESIDENTIAL POLITICAL CAMPAIGN

Enduring understanding:

*Students will understand that in a democracy, rule of law influences the behavior of citizens, establishes procedures for making policies, and limits the power of government.

Essential questions:

*What are the requirements to become president?

*Should there be more or less stringent requirements to become president?

*What roles of the president are more reliant on personality than intellect?

Standards: SSCG 4, SSCG 8b, d SSCG 12, SSCG 13 a, b , SSCG 20

Time;

This project usually will take a week. The project ends with candidate speeches and debates and the class voting for president.

Materials: PowerPoint presentation, computers with Microsoft office or other material generating software.

a printer to print brochures, posters, speeches.

Evaluation questionnaire

Directions: Students will act as a political party and create a candidate for office. They will create the campaign brochure, poster, and speech. The campaign will end with an election.

Evaluation: Materials and speeches are evaluated according to the presentation rubrics.

Websites:

Politics 1

<http://www.politics1.com/p2008.htm>

Washington Post

<http://projects.washingtonpost.com/2008-presidential-candidates/>

Project vote smart

http://www.vote-smart.org/election_president.php

Working families vote

<http://www.aflcio.org/issues/politics/candidates.cfm>

League of Women Voters

<http://www.lwv.org/AM/Template.cfm?Section=Home>

PRESIDENTIAL POLITICAL CAMPAIGN

(Print or put in computer file for student)

A. Basic Rules

1. No smear tactics- your group will lose a letter grade
2. One candidate
3. One campaign brochure
4. One or two posters

B. Campaign guidelines

1. Pick one person to run for president- may be a fictional person or a member of your group
2. Name your political party
3. Write your party platform (list of goals or planks)
4. Make your brochure, posters, and written speech
5. Choose a member to give the speech for the candidate- either the candidate or a spokesperson.

C. Brochure components (must include)

1. Name of the political party
2. Name of the candidate
3. Biography of the candidate (real criteria must be used)
4. Party platform
5. List of presidential roles- commander-in-chief and chief executive
6. and how these roles would be played out
7. Give a list of personal and business achievements of the candidate
8. List of sponsors (people or businesses that support your candidate)
9. Slogan (catchy phrase for your campaign)

D. Poster components

1. Slogan for the campaign
2. Name of the political party
3. Name of the candidate

E. Speech components

1. Speech should be three to five minutes long
2. Candidate or spokesperson will deliver the speech to the class
3. Contents should include

Name of party	Personal and business achievements
Name of candidate	Narrative on why people should vote for this person
Short biography	End with campaign slogan
Party Platform	

Guidelines for documents:

All presentation materials should be typed whenever possible. Students may use videos, PowerPoint presentations, and other media methods to produce campaign materials.

Students may use all of the propaganda methods except smear tactics and may bring in other props as approved by the instructor.

F. Evaluation Questionnaire: Final piece to be filled out by each student in the group.

1. Analyze the effect the media has on political campaigns and use an example from the mock election.
2. Are the rules that govern campaigns enough or should there be other rules and laws?
3. If all of the groups in class are basically equal in size how one candidate does get more votes than another?
4. How could you have changed your campaign and made your candidate even more appealing?
5. Do you agree with the current qualifications for president? How would you change them?
6. What are some of the unwritten qualifications for President?
7. How has this project helped you to determine the qualifications you will look for in a presidential candidate?
8. What are those qualifications?
9. Describe a plan for electing candidates that you feel might work more efficiently than the way we currently elect presidents.
10. How are the rules or laws that govern the election process beneficial to the citizens of America?

Campaign project

Scale Criteria	1 Below Expectations	2 Needs Improvement	3 Meets Expectations	4 Exceeds Expectations
Analyze the effect of the media on campaigns with an example	explanation of the effect of the media on campaigns	Description of the effect of the media on campaigns but the example is vague	Description of the effect of the media on campaigns is detailed and gives an example from the mock election	List and explain the effect that the media has on campaigns and gives an example from the mock and elaborates by giving an example from a real presidential campaign
Evaluate the rules for campaigns and make recommendations For improvement	Lists the rules for the campaign with no recommendations for improvement	Lists the rules for campaigns and makes one recommendation for improvement	Explains and evaluates the rules for campaigns and makes recommendations for improvement	Explain and assess the rules for campaigns and make specific recommendations for improvement and defends the changes based on examples from the mock or real campaigns
Evaluate the qualifications for President and	List of qualifications for President	List of qualifications for President and a few	Complete list of all the qualifications for	Complete list of all the qualifications for

make recommendations for changes		recommendations	President with evaluations of the current qualifications and recommendations for changes	President with assessments and recommendations for changes justified based on examples from the mock or real elections
Describe the system for electing a president	N/A	Explains part of the system for electing a president and is not complete	Explains the system for electing a president	Explain the system for electing a president and connects the process to current mock or real elections issues with examples
Establish a different democratic plan for presidential elections	Creates a basic outline of a democratic plan for electing Presidents that differs from the current method	Creates a basic outline of a democratic plan for presidential elections that differs from the current method with broad rules	Creates a different democratic plan for presidential elections establishing rules and details of the election process	Create a different democratic plan for presidential elections establishing rules and details of the election process and addressing the pros and cons of the plan

	Does not meet	Meets but needs work	Meets	exceeds
Campaign Rules	Met 2 of the requirements	Met 3 of the requirements	Met all 4 basic requirements	.Went beyond the basic 5 requirements ie, video, other campaign items
Brochure	Completed less than 9 but #3 or 5 is included	Completed less than 9 basic requirements but #3 and 5 are included	Met the 9 basic requirements.	Went beyond the 9 basic requirements by adding other areas or artwork to brochure for enrichment
Poster	N/A	Party name and slogan present	Meets the 3 requirements	Exceeds the 3 requirements by additions that add to the campaign poster with information or decoration
Speech	N/A	Has all of the	Meets the	Exceeds the

		requirements but the presentation is choppy	requirements	information requirements and is well presented
Grammar and Spelling	Written work has six or more spelling errors and/or grammatical errors.	Written work has three to five misspellings and/or grammatical errors.	Written work has no more than two misspellings and/or grammatical errors.	Written work has no misspellings or grammatical errors.
Neatness	Work is Illegible.	Work 1-3 areas that are sloppy.	Work is neatly done	Work is on a professional level

Content Rubric

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Sample Performance Task

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Purpose: Students will create a political party and run a candidate for president. In doing so they will learn about the rules that govern campaigns, written and unwritten requirements for president, and how political parties and media promote or derail elections.

Throw Your Hat in the Ring

Finally there is a political party that will make the ideals of democracy happen! You are now a member of a political party that you have been fortunate to help create. You will help to create the party planks for the platform, and the slogan. It is election time and your party has decided to run a candidate for office. Your party will create a candidate for office. Your party will create the campaign brochure, poster, and speech. Your selected candidate will give the speech. The campaign will end with an election. You will use the guidelines provided for each part of the campaign. You make be as creative as you and your party wants and add video or PowerPoint presentations. There is one exception: although mudsling is used in normal elections, it will not be allowed in this setting. Tempers run high during elections. You and your fellow party members will use the guideline sheet provided to create the party and individual work required.

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