CWA Unit: Election 2016 10/31/16

EQ: Why do think political parties continue to exist? What do they say about America??

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| **Pre-reading activity (Upfront 09/15/16 p.10-11): Define the words below in the opposite box in 5-7 words:**  **Attack Ads =**  **Musslinging =**  **Stump Speech =**  **Populist =**  **Spin =**  **Battleground states =**  **Conservative =**  **Liberal =**  **Swing Voter =** |  |
| **Analyze the Election Map (p.9)**  **Which states are the key to winning the election of 2016? Why?** |  |
| **Watch the election ad videos, list the subtle message AND the technique used to make the point…**  **“IKE” =**  **“Daisy” =**  **“Morning in America” =**  **“Myself” =**  **“Two Americas” =**  **What are some things ads have in common?** |  |
| **Answer the EQ in paragraph form:** |  |