

Seminar Breakout Room Lesson Plan Template

Topic: Teaching an Insurgent Election: Zohran Mamdani and the NYC Mayoral Election

Objective: Collaboratively design a lesson plan that examines the NYC mayoral race through the lens of insurgent electoral politics, with a focus on candidate messaging, voter coalitions, and political structures.

Breakout Group Task Checklist

- Assign roles (Facilitator, Note-Taker, Spokesperson)
 - **Facilitator** Keeps the group focused and on time
 - **Note-Taker** Enters all discussion notes in a Google Doc
 - **Spokesperson(s)** Will report back and present to the larger group
- Copy this template into a shared Google Doc
- Fill out all sections collaboratively
- Be ready to share your key takeaways, objectives, and activity ideas with the seminar group

Lesson Plan Outline (suggestions for use in your Google Doc)

1. Lesson Title

“Campaigns and Culture: What It Means to Be a New Yorker”

2. Grade Level / Course

9th Grade Global/Ap Human Geography

3. Duration

- 1 class period (40-45 minutes)

4. Lesson Objectives

(SWBAT...)

Students Will Be Able To:

- Students will analyze campaign clips to understand how candidates define New York City.

5. Essential Question(s):

- How do campaigns and culture intersect?

6. Materials Needed:

1. **Projector/Smartboard** with access to YouTube or downloaded campaign commercials
2. **Selected commercials** from Zohran Mamdani and other NYC mayoral candidates (e.g., Eric Adams, Kathryn Garcia)
3. **Graphic organizer** for ad analysis (message, imagery, cultural references, target audience)

7. Key Vocabulary:

- “Material Culture”
- “Non-Material Culture”
- “Values”

8. Anticipatory Set / Do Now (5–10 min):

Display images of NYC (skyline, subway, neighborhoods, street art, Wall Street, etc.).

Ask students: “When you think of NYC, what words or images come to mind? How would you define this city to someone who has never been here?”

9. Direct Instruction / Mini-Lesson (5-10 min):

TEACHER IS: Displaying the definition of culture for an AP Human Geo class. “ <i>The body of customary beliefs, social forms, and material traits that together constitute a group’s distinct tradition.</i> ”	STUDENTS ARE: Copying & rewording definition
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10. Group Activity / Breakout Analysis (20–25 min):

TEACHER IS: PART 1 (15 min): Showing primary source campaign commercials from 3 different mayoral candidates! 1. Mamdani: https://www.youtube.com/watch?v=Pt4avWlnD7c 2. Sliwa: https://www.youtube.com/watch?v=tFijQsJRCGA 3. Cuomo https://www.youtube.com/watch?v=p7MGav84V_w PART 2 (10 min): Teacher redirects students to now engage in a table discussion (final word protocol suggested)	STUDENTS ARE: PART 1: After each video, students jot notes on a graphic organizer: –What words/phrases does the candidate use to describe NYC? –What challenges or strengths do they highlight? –What tone do they use (hopeful, urgent, nostalgic, etc.)? –What values or priorities are implied in their definition? PART 2: In groups of 3–4, students compare notes. How does each candidate’s definition of NYC differ? What do these definitions suggest about the future they want to create?
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	Do you think their definition is accurate to your own experience of NYC?
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11. Independent Practice / Reflection (Optional):

Students can create their own statement on what they would consider the most important issue/value relating to their vote in the NYC election after watching these commercials.

12. Assessment / Check for Understanding:

Exit Ticket: *“One way candidates use culture in campaigns is... One challenge of this strategy is...”*

13. Modifications for ENL/SWD:

- Provide closed-captioning for commercials. • Provide translated transcripts
- Use still images/screenshots from commercials with sentence starters for analysis.
- Option for drawing/storyboarding instead of writing.