

LESSON PLAN

Topic: Campaigning/Political Ads

By Ashley Ames, Gabrielle Bronstein, Nicole Maffeo | IS 228

Lesson Plan Outline

1. Lesson Title

- *Analyzing Political Advertisements*

2. Grade Level / Course

- *Grade level: 6th/7th*

3. Duration

- 1 Class Period (45 minutes)

4. Lesson Objectives (SWBAT...)

- ***Students will be able to*** understand how political ads express a party's position.

5. Essential Question(s):

- What is the purpose of a political advertisement?
- How do political ads reveal a candidate's view points?

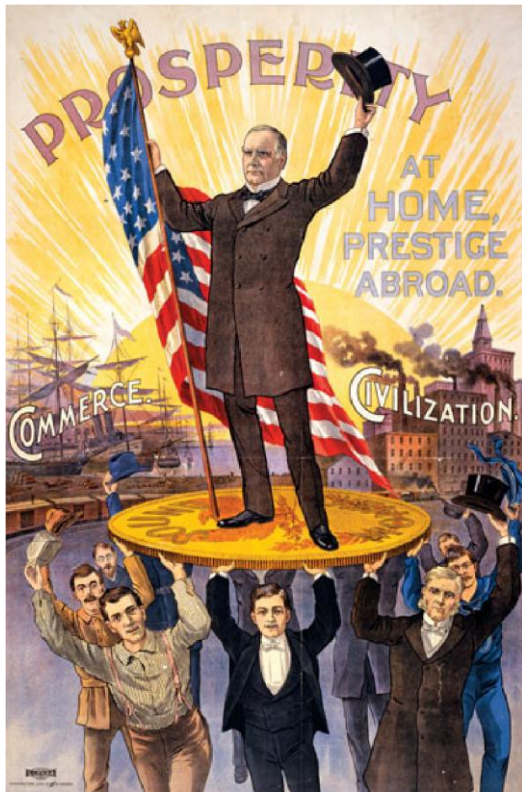
6. Materials Needed:

- Laptop
- Example political posters
- Graphic organizer

7. Key Vocabulary:

- Propaganda
- Political
- Candidate
- Symbolism
- Advertisement
- Audience

8. Do Now (5 minutes)



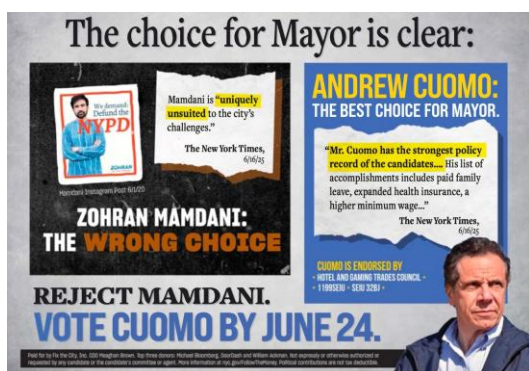
- Analyze the campaign poster above. Respond to the following questions:
 - What do you see? What stands out?
 - How is the poster trying to convince people to vote for him?

9. Direct Instruction / Mini-Lesson (10–15 min):

- Students have prior knowledge of political parties, and the general election process.
- Political Advertisements
- Symbols
- How do candidates try to persuade voters?
- Turn & Talk: “What elements are included in a convincing political cartoon?”

10. Group Activity

- **Partner Work:** Students will analyze the Zohran Mamdani ad and an Andrew Cuomo ad. Together they will discuss and fill out an organizer detailing the most important and convincing parts of the ad (symbols, slogans, etc).



11. Independent Assessment / Check for Understanding:

- *Independent Work:* Students will choose which campaign poster they believe is the most persuasive and write a paragraph explaining what makes it more convincing.

12. Modifications for ENL/SWD:

- SWD will get specific, direct questions about the political posters instead of an open ended graphic organizer.
- Point of View Anchor Chart
- Small group support for struggling students.

13. Extension Opportunities:

- Create your own campaign poster in support of an issue you care about in your own community.