

**Theodore Wright  
Bartow High School  
Analyzing Campaign Posters Lesson Plan**

**Objective:** Students will analyze and compare and contrast campaign posters from 1948-2008.

**Sunshine State Standards:** SS.C.1.4.4 SS.A.5.4.7 SS.A.5.4.6 SS.A.3.4.10 SS.A.1.4.2

**Length of time:** 50 minute class periods (can be broken up to accommodate curriculum map i.e. only cover each campaign poster as you reach the time period)

**Materials Needed:** What you've got right here!

**Terms:** Propaganda, Platform, Democrat, Republican, Campaign.

Option 1: Project each poster for all to see and have students individually fill out the following worksheet.

Option 2: Divide class in to groups. Each group can be responsible for a few posters and present their results to the class

Option 2a: Rotate posters through the groups so over the course of a few periods every student has analyzed every poster.

Also always a good time for a little KWL of campaigns! Have the students fill out the following KWL chart (What they KNOW. What they WANT to KNOW, and when you are finished What they LEARNED)

K	W	L

# Poster Analysis Worksheet

Name(s): \_\_\_\_\_ Per \_\_\_\_\_

1. What are the main colors used in the poster?

2. What symbols (if any) are used in the poster?

If a symbol is used, is it

a. clear (easy to interpret)?

b. memorable?

c. dramatic?

3. Are the messages in the poster primarily visual, verbal, or both?

4. What does the candidate want the voter to know?

5. What slogans and/or statements are present?

6. Is this an issue based campaign poster? If so, which issues?

7. Is this a personality or image poster? If so what image about the candidate are they trying to emphasize?

8. Is this a positive or negative poster?

9. Is it effective? Why or why not

Poster 1



Poster 2



# WHICH will be SAFER for YOU?

**THE PARTY OF HOOVER**  
1932

**THE PARTY OF ROOSEVELT**  
1952

**BREAD LINES**

**HIGHER WAGES**

**HOMELESS**

**BETTER HOMES**

**BANKS CLOSED**

**SOCIAL SECURITY**

**Vote**

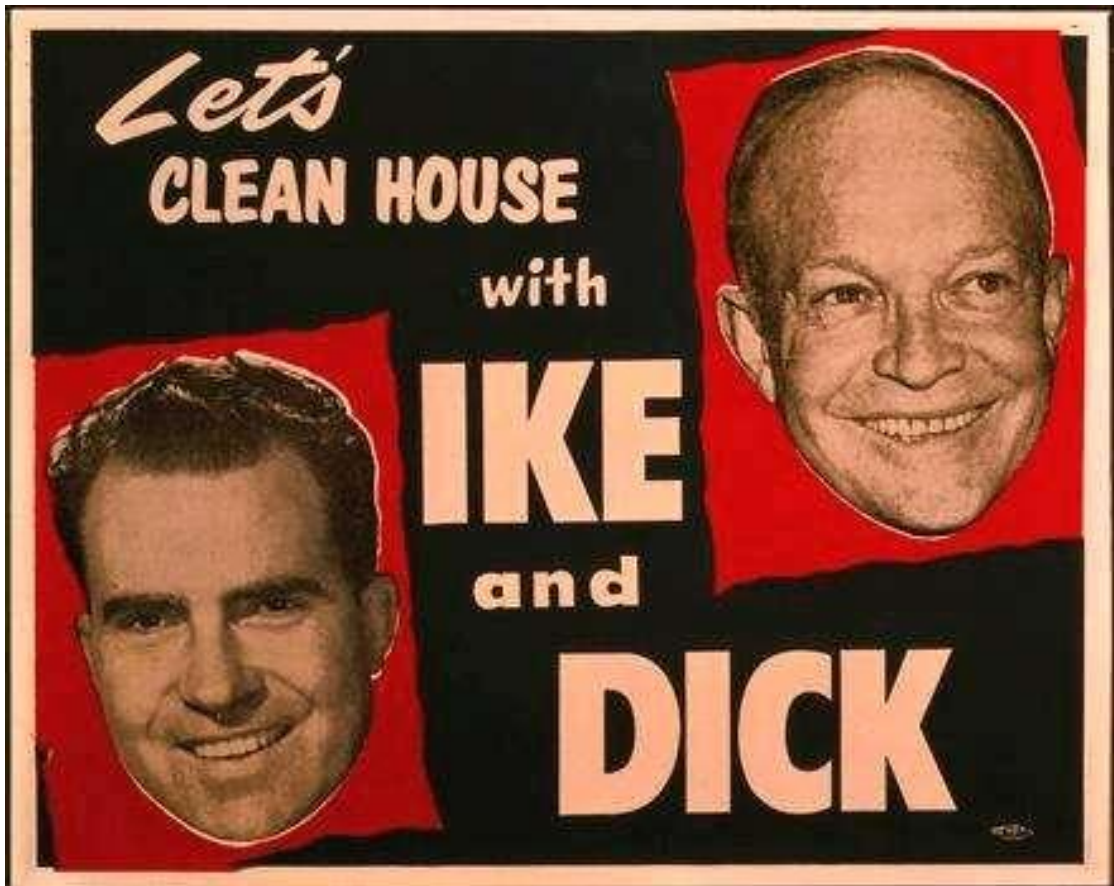
# STEVENSON

**Labor's Committee for Stevenson and Sparkman**

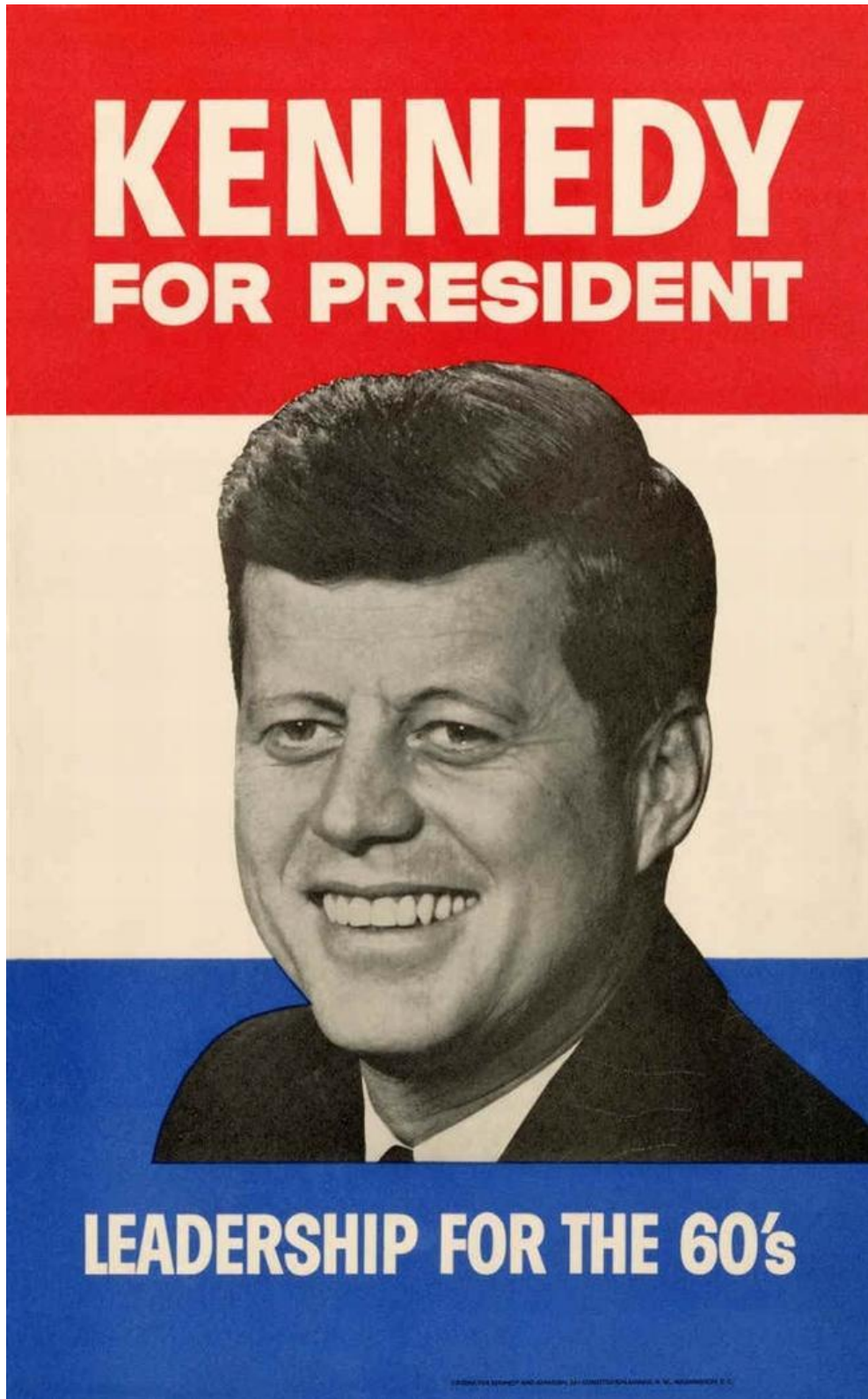
GEORGE W. WARREN, Chairman      J. L. OLIVER, Assistant Treasurer  
1411 K Street, N.W., Washington, D. C.

EVENSON

Poster 4



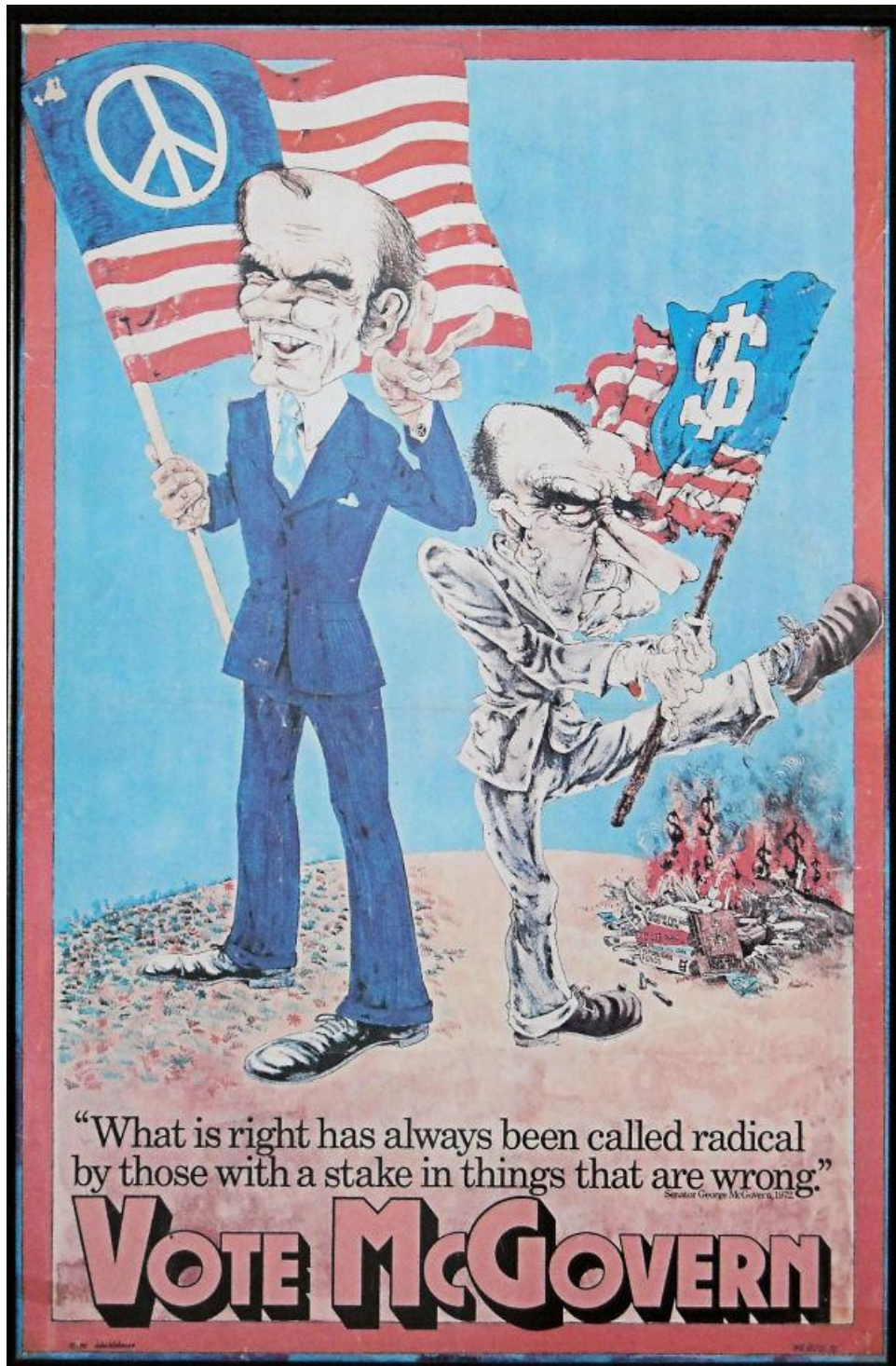
Poster 5



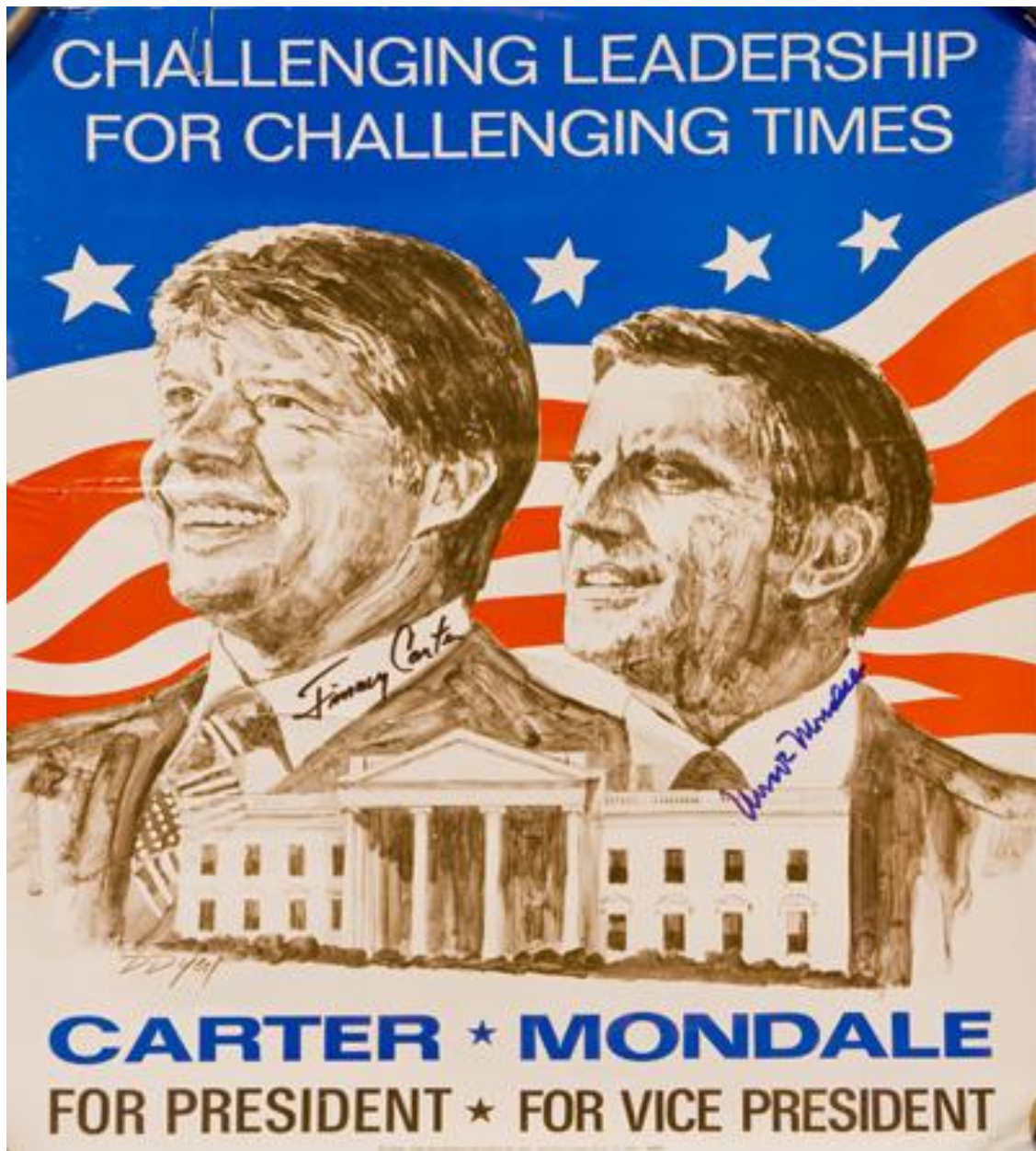
Poster 6



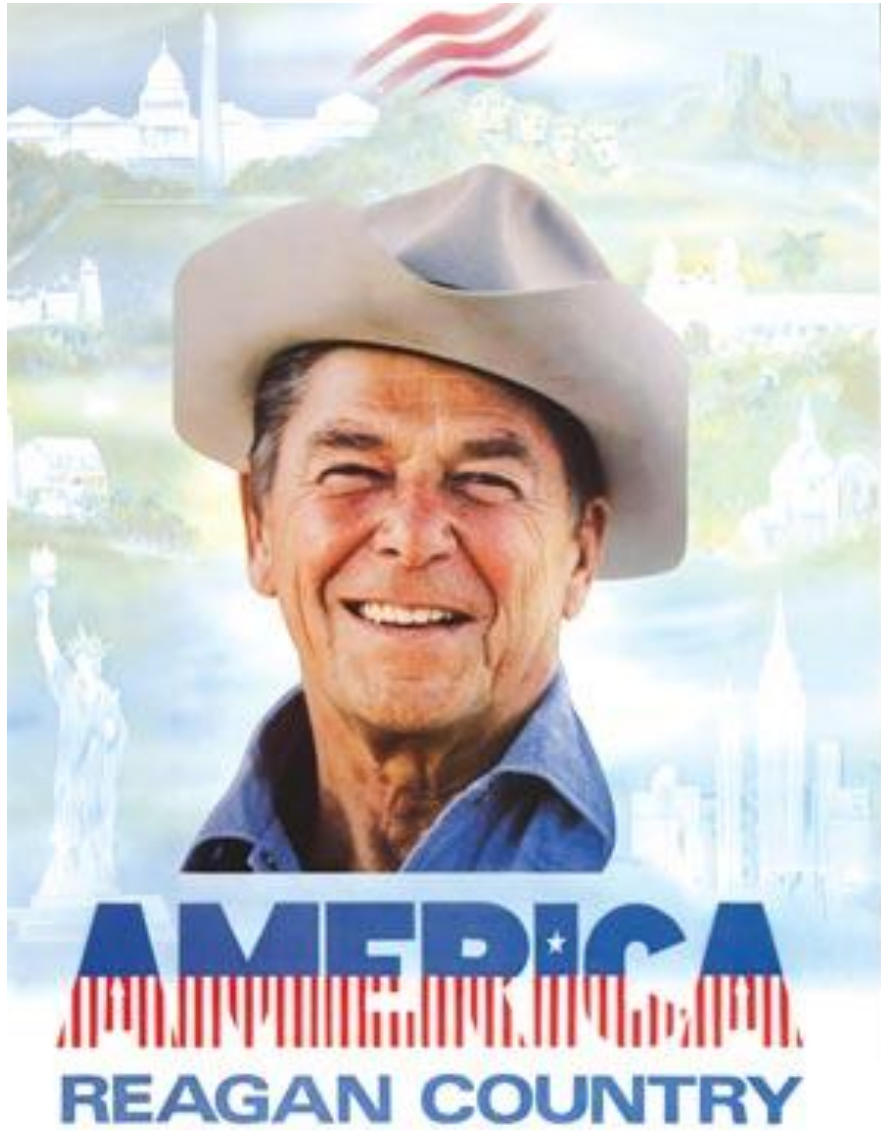
Poster 7



Poster 8



Poster 9



Poster 10

