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)

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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
GET IN THE FIGHT FOR STATES’ RIGHTS

J. STROM THERMOND
for President

FIELDING L. WRIGHT
for Vice-President

STATES’ RIGHTS DEMOCRATS
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 H. Garrison, Chairman
E. L. Oliver, Secretary-Treasurer
1421 K Street, N.W., Washington 5, D.C.
Let's CLEAN HOUSE with IKE and DICK
KENNEDY
FOR PRESIDENT

LEADERSHIP FOR THE 60’s
Poster 6

LBJ

FOR THE

USA

4President.org
“What is right has always been called radical by those with a stake in things that are wrong.”

Vote McGovern
CHALLENGING LEADERSHIP
FOR CHALLENGING TIMES

CARTER ★ MONDALE
FOR PRESIDENT ★ FOR VICE PRESIDENT
WE ARE ONE NATION
WE ARE ONE PEOPLE
and
OUR TIME FOR
CHANGE HAS COME