Media Influence in the Caucus Process:

Full Procedures With Teacher’s Notes

**Essential Question: How does the media affect the outcome of the caucuses?**

Option A- (90 Minute Lesson)

1. Present the Powerpoint Presentation “Influence Of The Media On Public Opinion & Political Campaigns”. While you are presenting this to your whole class, make sure that students are taking notes using the interactive notes provided for them titled: “Influence Of The Media On Public Opinion & Political Campaigns Interactive Notes”. The interactive notes allow you as the teacher to speed up the note taking process for your students while making sure that your students are developing their understanding of the media’s role in campaigns. During the powerpoint be sure to focus on the idea of the media as a linkage institution that connects the general public (electorate) to their elected representatives in an attempt to facilitate communication between the two groups. Another major focal point of the presentation deals with roles of the media in a democracy. Be sure to emphasize these three roles and ask students guiding questions in order to have students develop an answer to the question “does the mass media today fulfill all three of these roles?”. Lastly, make sure to stress to students that media outlets can and do have a bias. Discuss with students the reasoning for these favortisms which include that media outlets are a business and only make money when viewers keep watching. Therefore, media outlets tend to show news stories that have the primary focus of entertaining the viewer rather than educating the viewer. The video clip on slide 13 of John Stewart on CNN Crossfire will automatically start at 2:48, but be sure to stop the video at time mark 6:04. The rest of the video is not necessary for the class discussion to follow.
2. Handout “You Be The Reporter” in class assignment. Have students follow the instructions on the assignment to the following CSPAN clips Mr. Donald Trump- <https://www.c-span.org/video/?460746-1/president-trump-campaign-rally-pennsylvania> or Mr. Joe Biden- <https://www.c-span.org/video/?c4794842/joe-biden-campaign-kickoff-speech>. Instruct students to choose the candidate that they strongly support, or strongly oppose as this will make their writing much more opinionated in nature, and lead to an easier understanding of the objective. Instruct students that they should only be watching up to the first 10 minutes of the video clip. Students can choose to watch the remaining minutes of either video, but it is not necessary to complete the assignment. After completing the video the students should write a one paragraph introductory paragraph to a fictitious online news article. Students who self-identify as a Democrat should write their paragraph from the point of view of a *Huffington Post* journalist. While students who self-identify as a Republican should write their paragraph from the point of view of a *National Review* journalist. During the writing phase be sure to discuss with students the “Thing to keep in mind” section of the assignment as this will help you to determine their grade for the assignment. Lastly, students can use the QR code at the top of the page to submit either a picture of, or a document version of, their paragraph to the “Caucus 101” website. Please encourage your students to do this so that they can view other opinions of students throughout the state later on in the mock caucus section of the curriculum.
3. When students have completed steps 1 through 3 of the “You Be The Reporter” in class assignment, handout the articles titled “Trump Looks Solid for 2020” and “Trump’s Golf Costs: $102 Million And Counting, With Taxpayers Picking Up The Tab” to students who watched the Donald Trump Video Clip. **Or** if a student chose to watch the Joe Biden Video Clip, read “Joe Biden Is Running For President In 2020” and “Joe Biden: Centrist?” Once the students have read the articles have them follow step 4 of the “You Be The Reporter” in class assignment to answer the questions regarding both articles.
4. When students have finished the “You Be The Reporter” assignment use your computer to show historical campaign advertisements from [www.livingroomcandidate.org](http://www.livingroomcandidate.org) . I suggest showing the (["Ike For President"](http://www.livingroomcandidate.org/commercials/1952) ) advertisement, the (["Peace Little Girl (Daisy)"](http://www.livingroomcandidate.org/commercials/1964) ) advertisement, and the (["Yes We Can (Web)"](http://www.livingroomcandidate.org/commercials/2008) ) advertisement. Take time after each video to discuss the tactics used to sway the voter. These videos are also available on youtube.com.
5. Handout the “Media Analysis Form” to students. Go over the questions on the form to clarify with students what each question is asking. Then, watch 2 current campaign advertisements (1 Democrat and 1 Republican). After watching the advertisements model to students how to complete the media analysis form using one of the two campaign advertisements shown.
6. For homework the students should complete the “Media Analysis Form” over the articles

“Trump Looks Solid for 2020” and “Trump’s Golf Costs: $102 Million And Counting, With Taxpayers Picking Up The Tab” OR “Joe Biden Is Running For President In 2020” and “Joe Biden: Centrist?”

Option B- (60 minute lesson)

1. Present the Powerpoint Presentation “Influence Of The Media On Public Opinion & Political Campaigns”. While you are presenting this to your whole class, make sure that students are taking notes using the interactive notes provided for them titled: “Influence Of The Media On Public Opinion & Political Campaigns Interactive Notes”. The interactive notes allow you as the teacher to speed up the note taking process for your students while making sure that your students are developing their understanding of the media’s role in campaigns. During the powerpoint be sure to focus on the idea of the media as a linkage institution that connects the general public (electorate) to their elected representatives in an attempt to facilitate communication between the two groups. Another major focal point of the presentation deals with roles of the media in a democracy. Be sure to emphasize these three roles and ask students guiding questions in order to have students develop an answer to the question “does the mass media today fulfill all three of these roles?”. Lastly, make sure to stress to students that media outlets can and do have a bias. Discuss with students the reasoning for these favortisms which include that media outlets are a business and only make money when viewers keep watching. Therefore, media outlets tend to show news stories that have the primary focus of entertaining the viewer rather than educating the viewer. The video clip on slide 13 of John Stewart on CNN Crossfire will automatically start at 2:48, but be sure to stop the video at time mark 6:04. The rest of the video is not necessary for the class discussion to follow.
2. Use your computer to show historical campaign advertisements from [www.livingroomcandidate.org](http://www.livingroomcandidate.org) . I suggest showing the (["Ike For President"](http://www.livingroomcandidate.org/commercials/1952) ) advertisement, the (["Peace Little Girl (Daisy)"](http://www.livingroomcandidate.org/commercials/1964) ) advertisement, and the (["Yes We Can (Web)"](http://www.livingroomcandidate.org/commercials/2008) ) advertisement. Take time after each video to discuss the tactics used to sway the voter. These videos are also available on youtube.com.
3. Handout the “Media Analysis Form” to students. Go over the questions on the form to clarify with students what each question is asking. Then, watch 2 current campaign advertisements (1 Democrat and 1 Republican). After watching the advertisements model to students how to complete the media analysis form using one of the two campaign advertisements shown.
4. For homework the students should complete the “Media Analysis Form” over the articles

“Trump Looks Solid for 2020” and “Trump’s Golf Costs: $102 Million And Counting, With Taxpayers Picking Up The Tab” OR “Joe Biden Is Running For President In 2020” and “Joe Biden: Centrist?

Option C: (30 Minute Lesson)

1. Present the Powerpoint Presentation “Influence Of The Media On Public Opinion & Political Campaigns”. While you are presenting this to your whole class, make sure that students are taking notes using the interactive notes provided for them titled: “Influence Of The Media On Public Opinion & Political Campaigns Interactive Notes”. The interactive notes allow you as the teacher to speed up the note taking process for your students while making sure that your students are developing their understanding of the media’s role in campaigns. During the powerpoint be sure to focus on the idea of the media as a linkage institution that connects the general public (electorate) to their elected representatives in an attempt to facilitate communication between the two groups. Another major focal point of the presentation deals with roles of the media in a democracy. Be sure to emphasize these three roles and ask students guiding questions in order to have students develop an answer to the question “does the mass media today fulfill all three of these roles?”. Lastly, make sure to stress to students that media outlets can and do have a bias. Discuss with students the reasoning for these favortisms which include that media outlets are a business and only make money when viewers keep watching. Therefore, media outlets tend to show news stories that have the primary focus of entertaining the viewer rather than educating the viewer. The video clip on slide 13 of John Stewart on CNN Crossfire will automatically start at 2:48, but be sure to stop the video at time mark 6:04. The rest of the video is not necessary for the class discussion to follow.
2. For homework the students should complete the “Media Analysis Form” over the articles “Trump Looks Solid for 2020” and “Trump’s Golf Costs: $102 Million And Counting, With Taxpayers Picking Up The Tab” OR “Joe Biden Is Running For President In 2020” and “Joe Biden: Centrist?”