

**Election Advertisement Project
Lesson Plan**

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Objectives: Students will create a presentation using formatting, transitions and animation. Students will download music files from the Internet abiding by all copyright laws.
Students will use a variety of media to research candidates and election issues.

Related Standards of Learning:

English Standards

- 11.1 The student will make informative and persuasive presentations.
- 11.2 The student will analyze and evaluate informative and persuasive presentations.
- 11.10 The student will analyze, evaluate, synthesize, and organize information from a variety of sources to produce a research product.

Materials: Presentation software
Internet connection
Print as well as video media related to election issues

Procedures:

1. Class discussion of the current election (could be local, state, or national) including the offices being elected, the candidates and major issues. For homework, students are asked to bring in newspaper and/or magazine articles relating to the upcoming election.
2. Students will use printed material, television, radio, and the Internet to research the candidates and the issues. After researching, each student will choose a candidate to promote. They will work towards getting their candidate elected.
3. Students will create a 60-second presentation as a television advertisement for their candidate. The presentation must abide by all copyright laws and include the use of special formatting, slide transitions, animation, and sound.

Evaluation: Students will present their television campaign advertisement to the class. The teacher will complete a Teacher Rubric for each student and the students will all complete a Peer Rubric for each presentation. The teacher will use an average of the ratings, for the final grade.