**Political Advertising**

**Government**

**Final project due March 2nd See Intermediate deadlines below**

**35 formal points**

**Description:** You are hired as a political consultant to produce an advertising campaign for one of the major presidential candidates. Your task is to produce one advertisement supporting your candidate and one advertisement attacking a major opponent. You will “pitch” your advertisement on March 2nd. You will need to have a script written by this point.

**Project timeline:**

* ***Beginning of class February 24th***: Students must come to class with one annotated article discussing their candidate and one article discussing their opponent. Students will share with their group and notes will be provided in a common Google Doc. Hard copies must be turned in to me or an electronic version shared. (5 points each)
* ***End of class February 24th***: Groups must have a google doc shared with me with (5 pts.)
  + notes two DIFFERENT article for each group member
  + a theme decided for each advertisement
  + 2 pieces of evidence to be used in each advertisement
* ***End of class Feb 29th***: A completed script for two advertisements having all of the following components (5 pts each)
  + A 1-minute script of each ad
  + At least two visuals two be used in each ad
  + At least 2 pieces of evidence in each ad
  + Each ad clearly uses one of the major stylistic elements used in political advertising: Persuasion, truth, fear, style and emotion
  + Each ad shows a clear understanding of the major conflicts of the 2016 political campaign
* **March 2nd:** Each group will pitch their advertisements to the class and we will vote on the most effective ads (10 pts)

**Research component and individual points:**

* Each group member will read one newspaper article about their candidate and provide a one paragraph or 5 bullet point summary of the article. This will be done in a common google doc
* Each group member will read one newspaper article about their opponent and provide a one paragraph or 5 bullet point summary of the article. This will be done in a common google doc

**Ad requirements:**

* Ad supporting your candidate must rely on “persuasion” and “truth”
  + Your advertisement must include at least two SPECIFIC and cited facts from a mainstream newspaper
* The attack ad will rely on “style” and “emotion” and will attack a candidate of the same political party.
  + The advertisement must cite at least two SPECIFIC and cited fact pieces of evidence from a mainstream newspaper

**The Candidate are:**

* Republicans
  + Trump (attacking Cruz)
  + Cruz (attacking Rubio)
  + Rubio (attacking Trump)
* Democratic candidate
  + Clinton (attacking Sanders)
  + Sanders (attacking Cruz)