

## Caucus 101: Linkage Institutions: The Media

**Length of class: 60 minutes**

**Objective:** To help students understand the role of the media in reporting on elections.

**Additional objectives:**

- Using specific media examples, explain how you think the cited media could have done a better job covering the elections.
- Students will be able to evaluate the bias presented by some media outlets

**Assessment:**

**Materials Needed: Computer with internet access and projector-**

**Full directions with teacher's notes are located in the documents folder.**

**LEARNING PLAN:**

1. PPT: "Influence Of The Media On Public Opinion & Political Campaigns" with interactive notes (25 min.)
2. Use [www.livingroomcandidate.org](http://www.livingroomcandidate.org) to show the progression of campaign ads throughout time (10 minutes)
3. Show 2 current campaign advertisements (one Democrat and one Republican) (10 minutes)
4. Handout Media Analysis form and model how to complete it using the campaign ads previously shown (10 minutes)

Homework: For next time...

Each student must:

1. Use the 2 articles, "Channeling FDR, Hillary Clinton Calls for 'Basic Bargain' On Economy In First 2016 Rally" and "Clinton Formally Launches 2016 Campaign With Focus on Economic Equality" OR "Jeb Bush Officially Announces He's Running For President in 2016" and "Jeb Bush Enters 2016 White House Race, Ending the Long Wait" and have students use the media analysis form to analyze both articles for homework.
2. Each student should create a short 15-second video asking the question each would like a candidate to answer. Then upload and share on social media using #Question101 or visit the Caucus 101 website or Facebook page (<https://www.facebook.com/Caucus101/>) and share your link. (You can use Facebook, Twitter, Instagram, etc.)