

ACTIVITY PLAN



Addressing National Security

! NOTE: Please read “How To Use These Materials” for additional support in teaching and adapting this media literacy activity.

Grade Level: High School and College

Objective Options:

- Students will consider differing approaches to national security concerns.
- Students will reflect on government effectiveness in achieving national security goals.
- Students will identify aspects of a campaign ad that reveal the candidate’s point of view.
- Students will cite specific textual evidence to support analysis of an author’s purpose.
- Students will identify what values are implied in campaign ads.

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Standards Options

C3 Framework Social Studies Concepts	D2.Civ.5.9-12 D4.6.9-12
Common Core ELA Standards	CCSS.ELA-LITERACY.RH.9-10.6 CCSS.ELA-LITERACY.RH.11-12.6 CCSS.ELA-LITERACY.SL.9-10.1 CCSS.ELA-LITERACY.SL.11-12.1

Vocabulary:

national security, terrorism, ISIS, immigration, border wall, healthcare, income, commander-in-chief

Media Type(s): TV commercial



Cut the Head Off of ISIS Commercial
Trump Campaign, 2016
0:30 min.



Safe Americas Strong Economy Commercial
Clinton Campaign, 2016
0:30 min.

Preparation and Materials:

*All materials can be downloaded from the PLS website <http://www.projectlooksharp.org>

Preparation:

- Download and review the *How to Use Materials* section associated with this activity.

Materials for the Lesson:

- Two video clips

Additional Support:

- From the website, view [Media Decoding Examples](#) demonstrating classroom media analysis.
- Download the [Key Questions for Analysis](#) for supporting questions.
- [The Teacher's Guide to Media Literacy](#) and the [Do-It-Yourself](#) online guide are both available from the homepage.

Time: 10-60 minutes (dependent on number of questions used)

Activity Procedures:

- Select among possible questions on the next page based on your objectives in teaching to social studies content and/or ELA/media literacy skills.
- Use the selected questions to lead students through a constructivist media decoding process of the two video clips with informational text. Source information about the media documents is included at the bottom of the next page. Example student answers are included on the last page.

CONNECTIONS

Connections to *Media Construction of Presidential Campaigns* Lessons on National Security

1964 Goldwater "We Will Bury You" TV Commercial
1964 Johnson "Daisy Girl" TV Commercial
1972 McGovern "Does a President Know..." TV Commercial
1972 Nixon "McGovern Defense" TV Commercial
1984 Reagan "Bear in the Woods" TV Commercial
1988 Bush "Dukakis Tank Ride" TV Commercial
1992 Bush "What I am Fighting For" TV Commercial
2000 Bush "Dangerous World" TV Commercial
2008 Clinton "3AM" TV Commercial
2008 Democratic National Committee "100 years" TV Commercial
2008 American Issues Project "Know Enough" TV Commercial

DECODING Q'S

Possible Questions for Media Document Decoding

Select among these based on your teaching objectives. Make questions document-based (i.e. According to this image or video...)

Social Studies

- What national security concerns are highlighted in this campaign ad?
- What steps does the candidate propose to address these national security concerns?
- What has the present government done to address each issue of concern?
- What challenges and opportunities in governing does a president have in trying to maintain national security in each of the areas of concern?

ELA

- What images and spoken words does each candidate use to stress the importance of their national security priorities?
- What claims does the candidate make that might be challenged as not credible?

Media Literacy

- What values are suggested by this campaign ad?
- Who might benefit from this message and who might be harmed by it?
- What techniques did the producer use to convey the message?
- What is left out of this message that might be important to know?
- What is my interpretation of this and what do I learn about myself from my reaction or interpretation?

Follow up Evidence Questions & Comments

- Where do you see that?
- Say more about that
- How do you know that?
- What makes you say that?
- Does anyone have a different idea?

BACKGROUND & SOURCES

Posted By Tom Bevan On Date January 4, 2016. "Donald Trump's First TV Ad Of The 2016 Campaign." RealClearPolitics. Web. 12 Sept. 2016.

"Hillary for America TV Spot, 'Secure'" ISpot.tv. Web. 12 Sept. 2016.

POSSIBLE ANSWERS

Social Studies

Questions: What national security concerns are highlighted in this campaign ad? What textual evidence do you see in the document to support your analysis?

Possible Answer: *Trump:* Threats from Muslim terrorists and Mexican immigrants.

Evidence: "It's radical Islamic terrorism," "Stop illegal immigration"

Possible Answer: *Clinton:* Threats to the economy, good income jobs and healthcare.

Evidence: "Strengthening the economy," "making healthcare more affordable," "raising incomes"

ELA

Questions: What images and spoken words does each candidate use to stress the importance of their national security priorities?

Possible Answer: *Trump:* Images – woman in headscarf, men in black hoods, explosions on a military ship and people running toward a dark wall. Words - "He'll quickly cut the head off ISIS and take their oil. And he'll stop illegal immigration by building a wall on our southern border that Mexico will pay for."

Possible Answer: *Clinton:* Images – Families and workers, doctor and patient. Words - "Strengthening the economy, making healthcare more affordable, raising incomes - all of that depends on us being both secure at home and leading the world."

Media Literacy

Question: What values are suggested by this campaign ad?

Possible Answers: *Trump:* Military strength, nationalism and decisiveness.

Evidence: "He'll quickly cut the head off ISIS and take their oil" accompanied by images of military attacks on Muslim fighters. "He'll stop illegal immigration by building a wall on our southern border that Mexico will pay for" with images of a large wall preventing people from entering. Declarative statements of what the candidate will do: "He'll cutoff," "He'll stop," etc.

Possible Answers: *Clinton:* Strong family, hard work and steadfast

Evidence: Snapshots of families embracing, workers in hard hats and a doctor with a patient while the candidate talks about a strong economy and higher wages. "I will get up every day to make sure..."

Question: What is left out of this message that might be important to know?

Possible Answers: *Trump:* How does the candidate propose to "figure out what's going on?" How will Donald Trump "cut the head off Isis and take their oil?" How will Donald Trump force Mexico to pay for a border wall?

Possible Answers: *Clinton:* How will Hillary Clinton "strengthen the economy?" How will the candidate "make healthcare more affordable?" How will Hillary Clinton "raise incomes" for workers?