

ACTIVITY PLAN



Appealing for Racial Justice

! 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 intended and unintended outcomes of government policies.
- Students will reflect on differing campaign views on protecting African American rights.
- 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 determine the target audience for a campaign ad.

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Standards Options

C3 Framework Social Studies Concepts	D2.Civ.13.9-12 D2.Civ.14.9-12
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:

racial justice, Trayvon Martin, Dontre Hamilton, Sandra Bland, Jas Shaw, Black Lives Matter, illegal immigrant

Media Type(s): TV commercial



Stand Commercial
Clinton Campaign, 2016
0:30 min.



Jamiel Commercial
Trump 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: 10-40 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. Background 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 Race and Racism

1864 "Lincoln-Ruin/McClellan-Peace" Poster
1868 Harper's Weekly Cover, "The First Vote"
1868 "White Man's Government" Nast Cartoon
1904 Teddy Roosevelt "New Diplomacy" Cartoon
1964 MFDP Televised Testimony
1968 Wallace "Law and Order: Busing" TV Commercial
1972 "Together with McGovern" Poster
1988 Newsweek Cover, Jesse Jackson
1988 Bush "Revolving Door" TV Commercial
2000 Newsweek Gore with African American Women
2000 Newsweek Bush with Oprah
2004 Targeting Latinos TV Commercials
2008 Obama Magazine Covers

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 government policies are referenced or implied in this campaign ad?
- What are some consequences lawmakers intended when deciding on these policies?
- What are some unintended consequences of these policies?
- What racial justice concerns are raised in each ad?
- What actions does the candidate propose to address these racial justice concerns?
- What are people outside government doing to stand with those who are targets of racism?

ELA

- What images and spoken words does each candidate use to stress the importance of their beliefs about racial justice?
- What research would you need to do to tell whether the candidate's assertions are credible?

Media Literacy

- Who are the target audiences for this ad?
- 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?

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

Hillary Clinton's ad mentions Trayvon Martin, Dontre Hamilton and Sandra Bland. Trayvon Martin was a 17 year-old African American who was fatally shot by a neighborhood watch volunteer who claimed innocence under Florida's stand your ground law. Martin's killer was subsequently acquitted of murder. Dontre Hamilton was unarmed when he was shot and killed by a Milwaukee police officer who was not charged in the shooting. Sandra Bland was found hanged in a Texas jail cell after having been arrested for a minor traffic violation. A grand jury declined to issue an indictment in connection to Bland's death. Clinton's ad also references the Flint Michigan water crisis in which residents were exposed to lead contamination in the city's municipal water supply.

Donald Trump proposes to deal with illegal immigration by deporting large numbers of immigrants and by requiring Mexico to pay for construction of a wall across the U.S. southern border.

"Hillary Clinton on Racial Justice." Racial Justice. Hillary for America, Web. Sept. 2016.

"Jamiel - TV Spot." Make America Great Again! Donald J. Trump for President, Inc., Web. Sept. 2016.

POSSIBLE ANSWERS

Social Studies

Questions: What government policies are referenced or implied in this campaign ad? What textual evidence do you see in the document to support your analysis?

Possible Answer: *Clinton:* Florida's stand your ground law, police policies on use of force, grand jury indictment procedure, Flint water protection regulations

Evidence: Images of Trayvon Martin (shot by man claiming innocence under Florida's stand your ground law), Dontre Hamilton (killed by police officer), Sandra Bland (grand jury failed to indict following her death while in custody) and Flint water tower (city failure to protect water supply).

Possible Answer: *Trump:* Prisoner release regulations, immigration policies

Evidence: "His killer? An illegal immigrant gang member who just got out of prison," "Trump will end illegal immigration."

ELA

Questions: What images and spoken words does each candidate use to stress the importance of their beliefs about racial justice?

Possible Answer: *Clinton:* Images – portraits of African American victims of violence and their families, Hillary Clinton standing with president Obama and with citizens. Words – "She says their names – Trayvon Martin, Dontre Hamilton, Sandra Bland and makes their mothers' fight for justice her own," "She stands with the president against those who would undo his achievements just like she's always stood with us."

Possible Answer: *Trump:* Images – Photos of murder victim Jas Shaw and his killer and of Jas Shaw and his father. Words - "Jas Shaw was a 17 year old football star who was gunned down just outside his home. His killer? An illegal immigrant gang member who just got out of prison." "Trump is the only one saying – 'You're going to be dealt with. We're going to enforce that.'"

Media Literacy

Question: Who are the target audiences for this ad?

Possible Answers: *Clinton:* African American voters, people who work for racial justice, young people

Evidence: African Americans – the majority of people in the images are African American, Morgan Freeman's voice over says "just like she's always stood with us" as the image shows Clinton hugging an African American woman; People who work for racial justice – images and words related to African American victims of violence and people standing up to oppose racist violence; Young people – opening image of teenager Trayvon Martin and closing image of Clinton with her hands on the shoulders of young men.

Possible Answers: *Trump:* "Law and order" voters and anti-immigrant voters

Evidence: "Law and order" – Images and story of murder victim killed by released-from-prison gang member is reminiscent of the 1988 George HW Bush "Revolving Door" TV commercial appealing to white voters' fears of crime committed by people of color; Anti-immigrant voters – image of young man dressed in orange jumpsuit with the text "illegal immigrant gang member got out of prison" and image of jail cell with text "Trump will end illegal immigration" coupled with words from Jamiel Shaw, "You're going to be dealt with. We're going to enforce that" referring to enforcing restrictions on illegal immigration.