ACTIVITY PLAN

Campaigning Leading to Fear

Document

❗ 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 discuss the role of presidential campaigns in inciting fear in young people.
- Students will understand how the perspective of a source helps to shape its narrative.
- Students will evaluate how website designers use visual imagery and words to convey a point of view.
- Students will cite specific textual evidence to support analysis of an author's message.
- Students will reflect on how their own bias influences how they interpret the credibility of media messages.
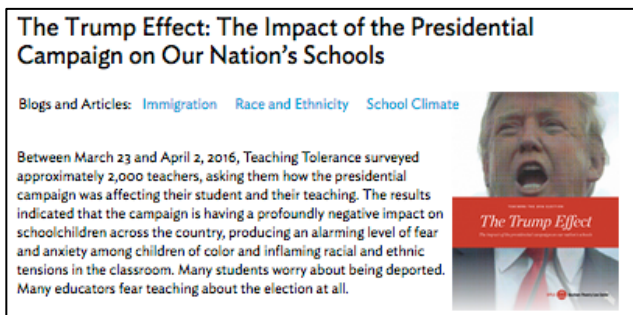
Standards Options	
C3 Framework Social Studies Concepts	D1.5.9-12
	D4.4.9-12
Common Core ELA Standards	CCSS.ELA-LITERACY.RH.9-10.9
	CCSS.ELA-LITERACY.RH.11-12.9
	CCSS.ELA-LITERACY.SL.9-10.1
	CCSS.ELA-LITERACY.SL.11-12.1

Vocabulary:

polling, Trump effect, Wikileaks, Democratic National Committee, American Federation of Teachers, school bullying, Southern Poverty Law Center, Breitbart News

Media Type(s): website images and text

Teaching the 2016 Election: The Trump Effect, Southern Poverty Law Center Report, 2016

Wikileaks Emails Show Teachers' Union Tried to Tie Trump to Bullying, Breitbart News Webpage, 2016

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 *Student Handouts*

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: 30-50 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 handouts. 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 Using Fear
1828 "Little Wat Ye Wha's A-Comin' " Song
1864 "Lincoln-Ruin/McClellan-Peace" Poster
1868 "White Man's Government" Nast Cartoon
1900 McKinley/Roosevelt "Promises" Poster
1964 Goldwater "We Will Bury You" TV Commercial
1964 Johnson "Daisy Girl" TV Commercial
1964 Campaign Button Collage
1968 Nixon "Law and Order" TV Commercial
1968 Wallace "Law and Order: Busing" TV Commercial
1984 Reagan "Bear in the Woods" TV Commercial
1988 Bush "Revolving Door" 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 are the claims and evidence about the allegation that Trump's candidacy causes fear among students?
- What kinds of sources would be helpful to determine whether election campaigns can lead to bullying in schools?
- What are some democratic principles that can help to guide respectful classroom discussions about emotionally charged issues such as bullying or candidate preferences?

ELA
- How does the mission of the source publication shape the reporting on this issue?
- How do website designers use visual imagery and words to convey a point of view?

Media Literacy
- How does your own bias influence how you judge the credibility of each message?
- What questions should you ask to judge the credibility of each message?
- What is left out of this message that might be important to know?

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

The "Trump Effect" survey results were published in *Teaching Tolerance*, the magazine of the Southern Poverty Law Center. The "Wikileaks Emails" story was produced by Breitbart News Network. In August 2016 Donald Trump named Stephen K. Bannon, chairman of the Breitbart News website, as his campaign's chief executive.

These webpages in your handout are excerpted from larger pages. You might encourage your students to do additional research on these stories and organizations.

WikiLeaks describes itself as "a multi-national media organization and associated library (that) specializes in the analysis and publication of large datasets of censored or otherwise restricted official materials involving war, spying and corruption." In July 2016 WikiLeaks released nearly 20,000 emails from the top of the US Democratic National Committee.

Berry, Susan. "Wikileaks Emails Show Teachers' Union Tried to Tie Trump to Bullying." *Breitbart.com*. 12 Aug. 2016.

Costello, Maureen B. "Teaching the 2016 Election: The Trump Effect." *Teaching Tolerance*. Southern Poverty Law Center, 13 Apr. 2016.

POSSIBLE ANSWERS

Social Studies

Question: What are the claims and evidence about the allegation that Trump's candidacy causes fear among students?

Possible Answers: *Southern Poverty Law Center* claims that the Trump effect is causing fear and bullying in classrooms. Evidence: "The results of an online survey conducted by *Teaching Tolerance* suggest that the campaign is having a profoundly negative effect on children and classrooms… Teachers have noted an increase in bullying, harassment and intimidation of students whose races, religions or nationalities have been the verbal targets of candidates on the campaign trail." *Breitbart News* claims that the Democratic Party and a teacher's union conspired to tie Donald Trump's campaign to an increase in school bullying. Evidence: "Emails leaked by Wikileaks show an effort between the Democratic National Committee (DNC) and the American Federation of Teachers (AFT) to link GOP presidential candidate Donald Trump to promoting school bullying through the example of his political rhetoric."

ELA

Question: How does the mission of the source publication shape the reporting on this issue?

Possible Answers: *Southern Poverty Law Center's* magazine is "dedicated to reducing prejudice, improving intergroup relations and supporting equitable school experiences for our nation's children." The questions in its survey follow this mission by focusing on the impact of campaign rhetoric on students based on their racial, religious or ethnic background. *Breitbart News* writes its reporting for "the new generation of independent and conservative thinkers." With a conservative target audience it is suspicious of liberal groups like the Democratic National Committee and the American Federation of Teachers and it is critical of reporting from a group it characterizes as the "left wing" Southern Poverty Law Center.

Media Literacy

Question: How might your own bias influence how you judge the credibility of each message?
Possible Answers: My personal political views are likely to shape my judgment on the credibility of these documents. If I am a Trump supporter I'll more likely consider Trump's detractors to be less credible. If I oppose Trump I'm more likely to believe reports that suggest that Trump is causing problems in the schools.

Question: What questions should you ask to judge the credibility of each message?
Possible Answers:

> On the authority of the message: Who are the researchers that created the SPLC survey and that wrote the Breitbart story? What are their credentials?
> On the accuracy of the information: Have other surveys been conducted on the same question? Are the emails genuine? Can the information be cross-checked with a reliable source? Is there a bibliography, footnotes or source references?
> On the objectivity of message: Does the information show a minimum of bias? Who links to this site? Are there paid advertisements?
> On the currency of the information: Is this page dated? If so, when was the last update?