

**Election ads 2024 – lesson 4**

***Homework: Watch both election ads:***

<https://www.youtube.com/watch?v=sHky_Xopyrw>

<https://www.youtube.com/watch?v=diniBC70rdI>

1. **Analysis of campaign videos**

Half of the class is to do an analysis of the official Harris campaign video [https://www.youtube.com/watch?v=sHky\_Xopyrw,](https://www.youtube.com/watch?v=sHky_Xopyrw%20,) and the other half of the class is to do an analysis of the official Trump campaign video <https://www.youtube.com/watch?v=diniBC70rdI>

How are the candidate and her/his policies portrayed?

Consider the following aspects in your analysis:

* Which cinematic effects (framing, camera angles, lighting, lines, editing, camera movement, sound) are used in order to leave you with a certain impression of the candidate and her/his political position?
* Which rhetorical devices are used in order to convey the message? (antithesis, metaphor, anaphora, negative/positive connotation etc.)
* Which form(s) of appeal is/are dominant in the video – and why?
* Identify one example of framing. Here are some clues; Is the ad attacking (a) political opponent(s), outlining a vision for leadership or celebrating the candidate’s achievements?
* Any American symbols? Any basic American values?
1. **Pair up and give your presentations**

1. **The Great 2024 Election Game**

Purpose: The goal is, of course, to become the next president of the United States! First, you must fight to be nominated by your party and raise funds for your campaign. Then, you need to defeat the other candidates within your party to become the presidential nominee. Finally, in the last stretch, you will face off against the other party's presidential candidate.

Rules: Take turns rolling the dice. If you land on a flag, move forward to the next flag. If you land on a question space you read the question aloud to the group, and if you answer it correctly, you stay on that spot; if not, move two steps back. If you land on any other type of space, read the instructions aloud to the group and follow the instructions on that space.