

Module: Speaking and Listening

Lesson Title: Campaign Promises

Standards for the Lesson

Florida Adult Basic Education Writing Standards	Level Expectation
Evaluate a speaker’s point of view, reasonings, and use of evidence and rhetoric. (CCR.SL.ABE.3)	NRS Level 3 – Summarize the points a speaker makes and explain how each claim is supported by reasons and evidence. (CCR.SL.ABE.3.3)

Interpreting the Standard

1 Standards	2 Skills Included in the Standard	3 Concepts Included in the Standard	4 Through a Particular Context	5 Cognitive Demand/Levels of Thinking	6 Sample Activity
Summarize the points a speaker makes and explain how each claim is supported by reasons and evidence. (CCR.SL.ABE.3.3)	summarize explain	points how claim is supported by reasons and evidence	listening to campaign promise videos	DOK 1 DOK 2 and DOK 3	Students will watch a campaign video and summarize the speaker’s message. Students will provide explanations and evidence on how the speaker supports their claims.

Objectives of the Lesson

Students will:

- Evaluate a speaker’s point of view
- Summarize the speaker’s points
- Provide evidence used to support the speaker’s points of view
- Complete the Campaign Promises Handout

Materials

- Handout: Campaign Promises
- Campaign Promises Answer Key
- Internet websites:
<http://www.tv411.org/reading/understanding-what-you-read/video-campaign-promises>

<http://www.politifact.com/truth-o-meter/promises/obameter/>

<http://www.presidency.ucsb.edu/media.php>

Instructional Plan

Overview

Each year, individuals running for public office make campaign promises that are often exaggerated and unrealistic. It is the responsibility of the voters to evaluate the politicians' claims by looking at evidence used to support their statements and promises. This lesson is designed to provide students with strategies that will help them objectively look at campaign promises. Having students summarize points a speaker makes and then having them explain how each claim is supported by evidence will provide strategies to assist students with decision making during election times.

Process

Prior to the lesson, discuss the campaign process and how candidates try to persuade voters to vote for them. Identify different forms of media that candidates use to reach their voters (television ads, posters, personal appearances, debates, and speeches)

Discuss past campaign promises made by political figures (No more taxes!).

Look at some promises made by President Obama at <http://www.politifact.com/truth-o-meter/promises/obameter/> and discuss if a politician can really achieve everything he/she says they will achieve.

Show the video on Campaign Promises <http://www.tv411.org/reading/understanding-what-you-read/video-campaign-promises> looking at ways to figure out who to trust with your vote.

Have students complete the handout Campaign Promises that assists them in summarizing the speaker's point of view.

Have students provide evidence the speaker used to support her reasoning.

Modifications

Explore the website The American Presidency Project at <http://www.presidency.ucsb.edu/media.php> and have students choose a speech in the audio/video archive to research and evaluate.

Campaign Promises

1. Based on the video, what was the speaker's point of view regarding campaign promises?
2. The speaker provided three points she considered when reading this campaign poster. List the three points and explain how each claim is supported by reasons and evidence.

Point 1: _____

Supporting
reasons/evidence _____

Point 2: _____

Supporting
reasons/evidence _____

Point 3: _____

Supporting
reasons/evidence _____

3. Conclusion: Explain the outcome _____

Campaign Promises Answer Key

1. Based on the video, what was the speaker's point of view regarding campaign promises?
The speaker stated she needed to figure out who to trust with her vote, so she tries to look carefully at how people express themselves to decide if they're believable.

2. The speaker provided three points she considered when reading the campaign poster. List the three points and explain how each claim is supported by reasons and evidence.

Point 1: Exaggeration

Supporting reasons/evidence: The candidate guarantees that everyone in the city will be employed.

The speaker asks if this is really possible since there are no guarantees in life.

Point 2: Generalizations

Supporting reasons/evidence: The candidate states that Mary White is living proof that his job program works.

The speaker explains that this is only one person in the whole city and that is not enough proof for her to believe that the job program works. Maybe 100 people would be more believable.

Point 3: Scare Tactics

Supporting reasons/evidence: The candidate states that his opponent laid off some employees last year and that if the opponent is elected, you could be out of a job.

The speaker questions how many employees? Why were they laid off? How does this connect with her being laid off? She states not liking the use of scare tactics.

3. Conclusion: The candidate broke three rules the speaker uses to determine if someone is believable: exaggeration, generalizations, and scare tactics. The candidate did not receive the speaker's vote.