

**ASSESSMENTS**

# CULMINATING ASSESSMENTS

Below are 17 suggested document-based essay questions (DBQs) tied to the core themes that run through the entire kit. Each question is followed by a list of Suggested Documents and their corresponding titles to use with the essay question. See the Unit Assessments for examples of what a completed DBQ handout looks like. Teachers may use the questions below to inspire the development of their own questions and document lists or they may create assessment handouts from the lists below.

**Creating DBQ Handouts With the Documents:**

If you are familiar with an image program like *Photoshop* you can copy and paste documents from the *PowerPoint* slides into an image file and add text. If not, follow these directions.

- Make a new *PowerPoint* presentation with 4 or 6 documents using the directions under "How to Re-Order the Slides" in the *How to Use These Materials* section of this kit.
- Print a series of 4 or 6 documents on one page by clicking *File, Print, General, and Microsoft PowerPoint*. You should now be able to choose how many slides you want to print on one piece of paper.
- Write the essay question and paste it (by hand is fine) above of the images.
- Photocopy and give to students.

**SWAYING THE VOTERS**

Pick three historic documents from the list below to explain how media messages influence voters. For each document

- describe who produced this media message
- explain the purpose of the document
- describe the techniques the producers used to sway the voters

SUGGESTED DOCUMENTS:

- 1800 #6: Jefferson Banner
- 1832 #2: King Andrew Handbill
- 1864 #2d: *Chicago Times* Editorial on the Gettysburg Address
- 1908 #1: "Taft-evelt My Policies" Poster
- 1932 #2: "The Girl I Love is a Democrat" Sheet Music
- 1956 #1a: Republican Comic Book
- 1972 #4: Herblock Cartoon "Landslide"
- 1988 #2: Bush "Revolving Door" TV Commercial
- 2000 #11: *Saturday Night Live* Comedy Skit

**MEDIA BIAS**

Most contemporary news sources claim to present "fair and balanced" perspectives on political candidates. Choose three of the following documents and explain how each media construction favors one candidate over another. Make sure to address the decisions made by the creators of the news such as the broadcasters, publishers, editors, reporters, or photographers.

SUGGESTED DOCUMENTS:

- 1936 #1: FDR Fireside Chat
- 1960 #1: Televised Nixon-Kennedy Debates
- 1984 #1: *Time* Covers, "Reagan: Man of the Year"
- 1988 #1: *Newsweek* Cover, "What Jesse Jackson Wants"
- 1992 #4: *Time* Cover of Bill Clinton
- 2004 #5k: *Time* Cover, Bush "Mission Not Accomplished"

**TARGET AUDIENCE**

Campaigns have always targeted specific groups of voters. Choose 3 of the following documents.

For each document

- name the group targeted by the document
- describe one message that is being given in the document
- explain what techniques were used to communicate that message

**SUGGESTED DOCUMENTS:**

1872 #2: Grant "Working-Man's Banner"  
 1896 #2: McKinley Front Porch Visitors Photo-Op  
 1908 #3: Photo-Op of Taft Haying  
 1956 #2: Democratic Convention Program Cover  
 1972 #1: "Together with McGovern" Poster  
 2004 #5a: Kerry Rides Motorcycle onto *Leno* TV Show

**TARGETING THE WORKING CLASS**

Pick three of the following documents and discuss how candidates have reached out to working class voters through the media.

**SUGGESTED DOCUMENTS:**

1872 #2: Grant "The Working Man's Banner"  
 1896 #3: McKinley "The Real Issue" Poster  
 1904 #2: Debs "Socialist Party" Poster  
 1908 #2: Bryan Commoner vs. Plutocrat Postcard  
 1944 #1: 1944 – FDR "Our Friend" Ben Shahn Poster  
 2004 #5h: Bush at Daytona 500

**TARGETING DIVERSITY**

Pick two of the following documents and discuss ways that candidates have targeted traditionally disenfranchised groups such as immigrants, African Americans, women and Latinos. For each document discuss the candidate's attempt to reach out to a particular audience through the media.

**SUGGESTED DOCUMENTS:**

1872 #2: Grant "The Working-Man's Banner"  
 1896 #3: McKinley "The Real Issue" Poster  
 1904 #2: Debs "Socialist Party" Poster  
 1908 #2: Bryan Commoner vs. Plutocrat Postcard  
 1944 #1: FDR "Our Friend" Ben Shahn Poster

1896 #2: McKinley Front Porch Photo-Op with Italian Republican Club

1956 #1b: Republican Comic Book

1968 #2: Robert Kennedy with Caesar Chavez (article)

1972 #1: "Together With McGovern" Poster

2000 #7a: *Newsweek* Gore with African American Women

2004 #7b: Bush "Mi Familia" TV Commercial

**REACHING VOTERS**

Presidential candidates have always sought more effective ways of reaching voters and getting their messages across. Choose four forms of mass media from those listed below (e.g., newspaper article, radio speech). For each, give an example of how that media was used during a particular election by a particular candidate or party to influence voters. For each example make sure to:

- name the media form
- name the election year
- name the candidate or party
- explain how that media form helped the candidate or party to influence voters

You may use the documents below as examples but you are not limited to these examples.

**SUGGESTED DOCUMENTS:**

1800 #3: newspaper article  
 1872 #2: poster  
 1932 #1: recorded music  
 1936 #1: radio address  
 1960 #1: televised debate  
 1988 #4a: photograph  
 2000 #12: comedy TV  
 2004 #8: web site

**RACIAL CONFLICT**

Racial conflict has been a theme in many presidential contests, particularly during the civil war and civil rights movement. Pick three of the documents below to write an essay about the role that racial conflict has played in U.S. presidential elections. For each document explain when, why and how it was used.

**SUGGESTED DOCUMENTS:**

- 1864 #3: "Lincoln-Ruin/McClellan-Peace" Poster  
 1868 #2: "White Man's Government" Nast Cartoon  
 1964 #4: Mississippi Freedom Democratic Party Testimony  
 1968 #7: Wallace "Law and Order: Bussing" TV Commercial  
 1988 #1: Newsweek cover, Jesse Jackson  
 1988 #2: Bush "Revolving Door" TV Commercial

**FOREIGN POLICY**

Pick one of the following documents to discuss foreign policy during an election year.

- Identify the document, who produced it and when.
- Briefly describe the foreign policy issues at the time that are relevant to this document.
- Describe the position that this document takes on a particular foreign policy issue.
- Evaluate the effectiveness of this document in making its point.

**SUGGESTED DOCUMENTS:**

- 1800 #5: "The Providential Detection" Cartoon  
 1900 #2: McKinley/Roosevelt "Promises" Poster  
 1904 #4: Teddy Roosevelt "New Diplomacy" Cartoon  
 1960 #3: Race Against Communism Broadside  
 1964 #2: Goldwater "We Will Bury You" TV Commercial  
 1968 #1: "LBJ and Vietnam" Poster  
 1988 #5: Bush "Dukakis Tank Ride" TV Commercial  
 2000 #4a: Bush "Dangerous World" TV Commercial  
 2004 #4: "Swift Boat" TV Commercial

**FEARING THE ENEMY**

Discuss the similarities and differences between these TV commercials. Include discussion of the use of fear in political campaigning.

**SUGGESTED DOCUMENTS:**

- 1964 #2: Johnson "Daisy Girl" TV Commercial  
 1984 #5: Reagan "Bear in the Woods" TV Commercial  
 2000 #4a: Bush "Dangerous World" TV Commercial

**ECONOMIC WORRIES**

Fear of job loss has been a consistent theme in many presidential campaigns. Pick two of the following documents and discuss how campaigns used economic concerns to win votes.

For each document:

- describe who produced the document and for what purpose.
- discuss the economic concerns facing the nation at that time.
- explain how the document exploits those fears in an attempt to win votes.

**SUGGESTED DOCUMENTS:**

- 1896 #3: McKinley "The Real Issue" Poster  
 1900 #2: McKinley/Roosevelt "Promises" Poster  
 1984 #3: Mondale "Trade Deficit" TV Commercial  
 1992 #3a: Bush "Arkansas 2" TV Commercial

**MEDIA ATTACK**

Presidential campaigns have always involved political attacks in the media. Draw a line linking the document on the left with the candidate being attacked.

(NOTE: Teacher will want to re-order the candidates so that the correct candidate is not directly opposite the document.)

**SUGGESTED DOCUMENTS:**

1800 #5: "The Providential Detection" Cartoon  
 (Candidate Being Attacked: Thomas Jefferson)

1832 #2: King Andrew Handbill  
 (Candidate Being Attacked: Andrew Jackson)

1860 #4: "Taking the Stump" Cartoon  
 (Candidate Being Attacked: Steven Douglas)

1936 #3 "An Attack on the New Deal" Cartoon  
 (Candidate Being Attacked: Franklin Roosevelt)

1944 #2: FDR "Fala Speech"  
 (Candidate Being Attacked: Thomas Dewey)

1964 #2: "Daisy Girl" TV Commercial  
 (Candidate Being Attacked: Barry Goldwater)

1972 #2: "Does a President Know..." TV Commercial  
(Candidate Being Attacked: Richard Nixon)

1972 #4 Herblock "Landslide" Cartoon  
(Candidate Being Attacked: Richard Nixon)

1988 #2b: "Revolving Door" TV Commercial  
(Candidate Being Attacked: Michael Dukakis)

2000 #4c: Nader "Priceless" TV Commercial  
(Candidate Being Attacked: George W. Bush & Al Gore)

### USING FEAR

Pick three of these documents and describe how fear was used to sway voters. Include a description of who produced the document and for what purpose.

#### SUGGESTED DOCUMENTS:

- 1828 #4: "Little Wat Ye Wha's A-Comin" Song
- 1864 #3: "Lincoln-Ruin/McClellan-Peace" Poster
- 1868 #2: "White Man's Government" Nast Cartoon
- 1900 #2: McKinley/Roosevelt "Promises" Poster
- 1940 #2: "Do You Want A Dictator?" Button
- 1964 #3: "Go With Goldwater" Button
- 1968 #6: Nixon "Law and Order" TV Commercial
- 1984 #5: Reagan "Bear in the Woods" TV Commercial
- 2000 #4a: Bush "Dangerous World" TV Commercial
- 2004 #3: MoveOn.org "Child's Pay" TV Commercial

### "HERO"

Pick three of the following documents and explain how a particular candidate is depicted as a powerful, honored or heroic leader. For each document list at least two ways in which heroic qualities are communicated.

#### SUGGESTED DOCUMENTS:

- 1828 #2: "The Hunters of Kentucky" Song about Andrew Jackson
- 1840 #4b: *Log Cabin* Banner Illustration of Richard Johnson
- 1868 #4: "Let Us Have Peace" Emblem of Ulysses S. Grant
- 1904 #3: Photograph of Teddy Roosevelt Speaking
- 1944 #1: "Friend" Poster of Franklin Roosevelt
- 1984 #1: *Time* Covers "Reagan Man of the Year"
- 2004 #5j: Bush on Flight Deck During Iraq War

### "COMMONER"

Although most presidential candidates have been quite wealthy, campaigns have often constructed images of their candidate as a hard working common man. Pick three of the documents shown above. Give at least two examples from each to illustrate how his campaign has constructed images of "the common man."

#### SUGGESTED DOCUMENTS:

- 1872 #2: Grant – "Working-Man's Banner"
- 1908 #3: Taft – Haying Photograph
- 1952 #1: Nixon – "Checkers" Speech
- 1972 #5: Stevenson – Photo of Hole in Shoe
- 1992 #1: Clinton – "Journey" biographical TV commercial
- 2000 #2: Bush – biographical film from Republican Convention

### "FAMILY MAN"

Images of presidential candidates with their wives and children became more prevalent after women got the vote. Pick two of these media constructions that show the candidate as a "family man." For each document explain how the construction was created to emphasize the candidate's connections to family.

#### SUGGESTED DOCUMENTS:

- 1952 #2: Nixon – Postcard following his "Checkers" Speech
- 1956 #1: Eisenhower – Republican Comic Book
- 1956 #2: Stevenson – Democratic Convention Program Cover
- 1984 #1: Reagan – "Morning in America" TV Commercial
- 2000 #2a: Bush – Republican Convention Biographical Film
- 2000 #4b: Gore – "Happy Thanksgiving" TV Commercial

**MUSIC**

Music has the ability to stir emotions, set a mood, and communicate feelings about a candidate. Pick two of the songs listed below and explain how each was used in an election and its intended effect on the audience. Include a discussion of the lyrics, the music and the messages each gave about the candidate.

**SUGGESTED DOCUMENTS:**

1840 #4: Harrison: "Tippecanoe and Tyler Too" Song

1840 #6: Van Buren: "Rock-a-bye Baby,  
Daddy's a Whig" Song

1932 #1: FDR: "Happy Days Are Here Again" Song

2000 #1: Bush: "Hard Workin' Man" at  
Republican Convention

2000 #4c: Gore: Music in "Happy  
Thanksgiving" TV Commercial

**CARTOONS**

Political cartoons have played an important part in attacking candidates since the earliest elections. Pick two of the following cartoons. For each explain what candidate or candidates are depicted, what messages are given about the candidate(s), and whether the cartoonist is attacking or supporting a particular candidate.

**SUGGESTED DOCUMENTS:**

1800 #5: "Providential Detection"

1860 #4: "Taking the Stump"

1872 #1: "Greeley and Tweed"

1904 #4: "New Diplomacy"

1936 #2: "Makers of History"

1972 #4: "Landslide"

2004 #6e: "Boondocks"