

OVERVIEW OF THE KIT

HOW TO USE THESE MATERIALS

(see the Complete Document List and Thematic Listing following this section)

REVIEW THE MATERIALS

Teachers should take the time to look through all of the materials in this kit before using them in the classroom. The kit is designed to be used in its entirety through an American History survey class, or to be used in sections for thematic classes on politics, elections, media studies, etc. Depending upon a teacher's particular needs, different parts of the kit will be more useful including the teacher guides, assessments, thematic listings, student handouts, or additional resources.

USING THE KIT FOR A SURVEY COURSE

The kit includes nine chronological units from "The Birth of Campaigns" in 1800 to "Targeting the Spin" in 2000-2004." Each of the nine units focuses on a theme that ties the role of the mass media and campaigning to key historic events of that time period. For instance, the unit "1952-64: The Advent of Television" explores the influence of TV on those elections while examining documents which deal with the Cold War, religion, gender and civil rights. Each unit includes an overview, election year handouts, a teacher guide and assessments.

STUDENT HANDOUTS

Each unit begins with a two page **Overview** of the themes of that unit. In addition, a one page **Election Year Handout** will give students the background information for analyzing the documents related to each election covered in that unit. These student handouts can be read silent-

ly or aloud in class or given for homework before classroom decoding of the documents. A few documents have **Additional Handouts** with lyrics for songs or text from articles or TV commercials. All student handouts are intended to be photocopied, one for each student or pair of students.

TEACHER GUIDES

Each document or document set in the kit includes a two or more page teacher guide for facilitating classroom analysis. Each document guide begins with Background Information intended to be communicated to the students before projecting or playing the document. This information typically gives an historical context to the document, makes a connection to the unit theme, and provides essential knowledge for decoding. Background Information is followed by a prompt for the teacher to project the document (or play the audio or video clip). This is followed by Questions, then Suggested Answers and finally the Evidence in the document to substantiate those answers. A range of answers will be acceptable for most of the questions, although it is important that students give evidence in the document to explain their conclusions. Occasionally a question has only one right answer (e.g., "who created this poster?") and students should learn to distinguish between objective and subjective questions. Further Questions are typically open-ended without suggested answers and evidence, and they can lead to broader concepts and discussions not specific to the information in that document. These ques-

tions often link to the [Additional Info](#) provided at the end of many document guides. Most documents conclude with [Connections](#) that refer to the *Thematic Listing*.

MAKING CONNECTIONS

It will be important for teachers to help students make the connections between history and contemporary realities, particularly when dealing with the earliest documents. The [Connections](#) list at the end of each document provides links to other documents in the kit that deal with similar themes. Teachers should consider using these documents to generate interest and make connections. For instance, before playing the song "The Hunters of Kentucky" (1828 doc.#2) the teacher could ask about contemporary political songs, or play the video of Brooks and Dunn performing at the Republican National Convention (2000 doc.#1a), and discuss the role of music in swaying emotions. The kit includes more than 20 documents from the 2000 and 2004 elections that can be used to make these connections. Teachers are also encouraged to use current examples from presidential primaries or election campaigns.

ASSESSMENTS

Two forms of assessments are included in the kit. At the end of each unit there is a two page [Unit Assessment](#) that includes a student handout with small images from 4 to 6 documents followed by a document-based essay question on the theme of the unit. A second page includes short-answer (scaffolding) questions for analysis of the documents used in the unit assessment. The teacher may choose to use only the short answer questions with the small image handout, use only the essay question and images, or use both the short answer and essay questions. The kit also includes [Culminating Assessments](#) that can be used to connect different units through common themes or to assess thematic units developed by the teacher. As an alternative to written assessments, the Unit Assessments and Culminating Assessments may be used for classroom discus-

sion or presentations. The images used in each Unit Assessment are included in a PowerPoint slide show for classroom presentations, discussions or assessment review. These slide shows can be found on the CD-ROM.

CREATING THEMATIC LESSONS

Although the kit takes a chronological approach to U.S. history, it has been designed to allow teachers to re-order the documents to deliver thematic units of their own design or those suggested in the *Thematic Listing*. These lists give suggestions of what documents to use in constructing lessons about historic media and campaign themes such as race, foreign policy, reaching voters, target audience and media bias. Information in the teacher guide for each document will support the teacher in crafting a thematic lesson. Thematic lesson essay questions and suggested document lists are included under Culminating Assessments.

HOW TO RE-ORDER THE SLIDES

PowerPoint allows for relatively easy re-ordering of the slides for creating thematic lessons or a custom re-ordering of the documents. If you find that some of the documents do not fit your class needs or you want to include connections to the more contemporary documents in the slide show, or even add your own slides of current media messages, follow these guidelines:

- plan out your new slide show (use the *Thematic Listing* as a guide)
- download the ***Media Construction of Presidential Campaigns*** PowerPoint on your computer
- open and title a new PowerPoint slide show
- using Slide View, click "Insert," then "Slides from File" and import the desired set of slides from the ***Media Construction of Presidential Campaigns*** PowerPoint
- using Slide Sorter View, click and delete the slides you do not want in the new show
- using Slide View add title slides or import new

images by clicking" Insert," "Pictures," "From File"

- title and save your new slide show

If your new show uses too much memory, break it into two smaller shows.

PROJECTING THE DOCUMENTS

The kit is designed to facilitate a collective reading and analysis by the class. The materials include still images (on CD-ROM in PowerPoint), video clips (on DVD), and audio clips (on audio CD). This will require a digital projector or large TV monitor, a DVD player, and an audio CD player. The teacher should test all hardware before class. The teacher should plan the best room arrangement for students to easily see and hear the projected documents, as this will affect the quality of their participation.

ACCOMPANYING MATERIALS

CD-ROM: includes a PowerPoint slide show for each of the 9 units. Each document (poster, photo, news article, etc.) is preceded by a title slide. Also included are slides to accompany the *Unit Assessments*, one slide show per unit assessment.

Audio CD: includes 6 audio clips (5 campaign songs and a "Fireside Chat")

Video/DVD – First Edition: includes 38 short clips, (TV commercials, speeches, conventions, debates, etc.) for elections between 1952 and 2000. Each clip has an accompanying title slide on the CD-ROM. The lessons that accompany 2000 doc. 3a (Bush entrance to Republican convention) and 2000 doc. 3b (Gore entrance to Democratic convention) do not appear in the second edition of this kit but may be accessed at www.projectlooksharp.org.

Video/DVD – Second Edition: includes 6 short clips from the 2004 election.