

Lesson Plan

1. Introduction to Elections
 - a. Logistics
 - b. Infrastructure
 - c. Parties
 - i. Candidates
 - d. The Campaign Trail
 - i. Primaries, Caucuses
 - e. Election Night
 - f. Why are elections important to study?
2. Candidates/Phrases
 - a. Who is a candidate?
 - i. How has this changed over time?
 - b. Introduction to candidates we will be covering over next few lessons
 - c. Famous campaign slogans,
 - i. What messages are they trying to convey implicitly and explicitly?
 - ii. "I Like Ike"
 1. Dwight Eisenhower
 - iii. "Are you better off than you were four years ago?"
 1. Ronald Reagan
 - iv. "Restore the Soul of the Nation"
 1. Joe Biden
 - v. After given some historical context: does that change opinions?
 - d. Political Platitudes
 - i. Mistakes were made
 - ii. REAL Americans
3. Speeches
 - a. When do candidates give speeches? To what ends?
 - b. We watch clips from these speeches as a class and discuss them afterwards:
 - i. FDR
 1. Inaugural address
 - ii. JFK
 1. Inaugural address
 - iii. George H.W. Bush
 1. "Read my lips: No New Taxes"
 - iv. Barack Obama
 1. 2004 DNC Speech
 2. 2008 Victory Speech
 - c. What are the candidates saying, both explicitly and implicitly?
 - i. How do these speeches make us feel?
 - ii. What factors might have motivated these speeches?
 1. After revealing more historical context, what factors actually did?
4. Debates
 - a. Introduction to Debates

- i. What purpose do they serve?
 - ii. What effects do they have?
- b. Watch Clips from Debates as Class and discuss:
 - i. JFK vs. Richard Nixon
 - 1. First televised debate
 - ii. Reagan vs. Carter, Reagan vs. Mondale
 - 1. Charisma
 - iii. George H.W. Bush vs. Bill Clinton
 - 1. Contrasting different styles
- c. How might these moments have shifted public perception?
 - i. Given historical context, does your opinion change?
- 5. Results and Conclusions
 - a. Recapping the notable moments/speeches we've covered
 - i. What most stuck out?
 - b. In-depth look at results of elections we covered over previous meetings
 - i. How did candidates end up faring in different places that they particularly tried to appeal to?
 - ii. What strategies might have been right or wrong for their time?
 - c. What qualities can we determine are generally helpful for candidates?
 - i. What qualities might earn a candidate your vote?