Media Techniques Foldable

Arbuckle Civics and Economics

Fold Paper (@ least 8.5” by 11”) into six equal parts.

Place your name, period, and Title in first box.

In boxes 2-6 please clearly label and illustrate FIVE media techniques used in campaigns (use notes and book if necessary):

 Box 2. Endorsement

 Box 3. Name Calling (positive or negative)

 Box 4. Glittering Generalities

 Box 5. Plain folks Appeal

Box 6. Bandwagon

Rubric: Grades will be given based on detail, clear illustration of ideas, color, imagination, creativity. Material and examples MUST be politically based in nature. Each box is worth 5pts for a total of 25 pts.

Date Due:

A Day \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ B Day \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_