

Making a Political Party

Vote for Me!



Essential Standard

- CE.C&G.2.8 Analyze America's two-party system in terms of the political and economic views that led to its emergence and the role that political parties play in American politics (e.g., Democrat, Republican, promotion of civic responsibility, Federalists, Anti-Federalists, Influence of third parties, precincts, "the political spectrum", straight ticket, canvass, planks, platform, etc.).



Questions

- Explain the purpose of political parties.
- Explain the role of media within political parties.
- Looking at our country, is it the candidate or the party that matters. Explain?
- Why and how do political parties form?
- Explain the importance for a political party to get their message out to the public.
- *How do social factors influence political change?*



Activity

- The students will work in collaborative groups to develop their own third party.
- Groups will have candidates and workers to develop their own party and then we will hold an election on which is the best third party.
- Students will be assessed using collaboration, written and oral communication rubrics.
- Students will be assessed on their ability to make an argument and the realistic nature of their party's platform and plank.



Roles

- Party Leader/Presidential Candidate
- Campaign Manager
- Speech Writer
- Public Relations Manger



The Party

- Must create the following:
 - Party Name (Must have historical or social meaning)
 - Party Mascot (Must have a meaning)
 - Party Platform (Must include planks on the following issues) Each Plank must be 500 words.
 - Economics
 - Immigration
 - Foreign Policy
 - Education
 - Trade



The Campaign

- Must create the following:
 - Two Campaign Posters
 - Positive Ad
 - Negative Ad using information from another candidate
 - Campaign Speech (President)
 - T.V. Commercial
 - Must use propaganda techniques



Campaign Project

- Presidential Candidate
 - Presenting Speech
 - Being in commercials
 - Leading the group



Campaign Project

- Public Relations Manager
 - Posters
 - Button Designs
 - Bumper Sticker Designs



Campaign Project

- Campaign Manager
 - Recording Videos
 - Designing Webpage



Campaign Project

- Speech Writer
 - Writing the Speech
 - Writing commercial script



The Election

- Once they have gone through the process of creating a party, we will then look at elections.
- The class will hold an election between all the parties that were created.
- Each party will present their platforms and their political vision. These will be recorded and played for the other classes so they can vote.
- This will allow students to experience the election process first hand. Focusing on their presentations we will assess students and when the students vote for the candidate they will have to justify their vote by talking about why they voted for that person.



Website Design

- Develop website for your political party
- Website will include:
 - Homepage
 - Page for the meaning of your name and mascot.
 - Speech and commercial page
 - Bumper Stickers and Button Designs page
 - Platform page with a different link to each plank.
 - A link to the platform PDF



Video Requirements

- Speech Video
 - Professional Dress
 - Information about each plank.
 - 4-5 minutes
- Commercial
 - Use one of the propaganda techniques.
 - 30 to 45 seconds