

Race and Politics  
Professor Andrea Benjamin

This assignment is worth 30 Points. Your group evaluations will factor into your grade on this assignment.

**DUE: via Canvas: 4/19/2019 by 5pm**

**Groups:** 4 people per group (max), but no less than 3.

**Assignment:** Create a Political Ad for one of the candidates in the Chicago Mayoral Election or focus on an issue that the candidates are running on. You should come to a consensus about which candidate/issue or issue you want to cover with your whole group.

Your ad should:

1. Try to convince the class to vote for your candidate. Highlight the candidate's stance on an issue.
2. Try to convince the class to support a particular issue position.
3. You may go negative, but you will need to think about the consequences

**Goal:** The purpose of this assignment is:

1. To research your candidate or issue
2. Create an ad that conveys factual information
3. Learn to work well in groups (contribution, reliability, feedback)
4. Communicate effectively (written and oral)

Some things to think about:

What kind of Music will your ad feature?

Who sponsored the Ad? Why does that matter?

Will your ad provide any facts? From where?

Will your ad make any pleas to Group Identity (partisanship, religion, race, gender)?

The ad should be at least 30 seconds, but no more than 2 minutes long. I will evaluate the ad based on:

1. Outcome (did you complete the assignment)
2. Teamwork: You will evaluate yourself and each of your group members on their participation in the project (tasks assigned and completed). Group grades will factor into final grades. See below.
3. I will also take the class reaction to your ad into account. See below.
4. ***You need to turn in pages 2, 3, and 4 when your group presents its political ad.***

There is a Quick Facts Sheet and links to some sample ads on Page 2.

## Political Ads: Quick Facts

Negative Ads work! Ads that create anxiety, fear, and feel threatening help candidates win elections.

Attack Ads personally attack the candidates or party

Negative Ads inform voters about the negative outcomes of policies preferred by a candidate

Issue Ads focus on the issues (can be the candidates stance or just information about the issue).

Positive Ad: focuses on the candidates positive attributes

Examples:

Negative ad: <http://www.youtube.com/watch?v=Io9KMSSEZ0Y>

Attack Ad: [http://www.youtube.com/watch?v=kkiz1\\_d1GsA](http://www.youtube.com/watch?v=kkiz1_d1GsA)

Issue Ad: <http://www.youtube.com/watch?v=bXABgIjl-lQ>

Positive Ad: <http://www.youtube.com/watch?v=qhm-22Q0PuM>

Some things to think about:

Music? How does it add to the experience? Does it detract?

Who sponsored the Ad? Why does that matter?

How effective was the ad? Did it make you want to vote for either candidate? Neither?

Were there any pleas to Group Identity or Identity Politics?

## Group Evaluations

Name: \_\_\_\_\_

How did you contribute to the political ad project?

Group Member 1 \_\_\_\_\_

Tasks assigned:

Completed: \_\_\_ Yes \_\_\_ No      What grade would you give this person? \_\_\_\_\_/30

Additional Comments about this group member?

Group Member 2 \_\_\_\_\_

Tasks assigned:

Completed: \_\_\_ Yes \_\_\_ No      What grade would you give this person? \_\_\_\_\_/30

Additional Comments about this group member?

Group Member 3 \_\_\_\_\_

Tasks assigned:

Completed: \_\_\_ Yes \_\_\_ No      What grade would you give this person? \_\_\_\_\_/30\_\_\_\_\_

Additional Comments about this group member?

Group Member 4 \_\_\_\_\_

Tasks assigned:

Completed: \_\_\_ Yes \_\_\_ No      What grade would you give this person? \_\_\_\_\_/30\_\_\_\_\_

Additional Comments about this group member?