



MEDIABREAKER

Express

Activity #3

Break the Election

Time

45 minutes to an hour

Supplies

- Computer with video/audio capabilities

Introductory Activity Questions

- **WHAT SPECIAL VOCABULARY IS USED IN CAMPAIGN MESSAGING?**
- **HOW DOES MESSAGING CHANGE AT DIFFERENT POINTS THROUGHOUT THE ELECTION?**
- **WHAT KINDS OF VISUAL REPRESENTATIONS DO CAMPAIGNS RELY ON TO ENHANCE MESSAGING?**

Instructions

Campaign media is an important form of communication that requires a special set of analysis skills. Break the Election invites participants to ask critical questions about messaging and action around campaign advertising.

- 1 Screen a political commercial or campaign ad for your class. Ask participants to pay attention to what they see and hear in the commercial and, particularly, to their emotional response to the commercial.
- 2 Following a brainstorming session or group discussion, have participants work in small teams to remix the video by inserting titles or captions answering the following questions:
 - What is the main message?
 - What action does the ad want you to take?
 - How does it make you feel, and what images or sounds make you feel that way?
 - Who is the audience? How would different audiences respond differently to this ad?
- 3 Screen remixes as a class and discuss.