

Name _____ Date _____

THE PERIODIC TABLE OF THE PRESIDENTS™

Campaign Poster Activity

Essential Question:

What can you learn about a presidential candidate by examining campaign posters?

Context:

Campaign posters have been used in presidential elections since the early 1800s. Some of the first campaign posters (also called broadsides) appear in the 1828 election between Andrew Jackson and John Quincy Adams. Campaign posters are valuable resources because they distill presidential politics into memorable images and slogans.

Lesson Ideas:

In this lesson, students will examine campaign posters - from Andrew Jackson to Barack Obama. Campaign posters can be found at periodicpresidents.com/research/campaignposters.

Idea #1:

Students choose a campaign poster(s) and answer the questions.

Idea #2:

Gallery walk: Teacher selects several posters to print and hang around the classroom. Students walk from poster to poster analyzing each and answering the questions. See lesson supplement for printable posters.

Idea #3:

Students examine campaign posters and create one of their own for a past or present candidate.

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Directions:

Choose a presidential campaign poster and answer the following questions. Campaign posters can be found at periodicpresidents.com/research/campaignposters.

Questions:

1. Who is the presidential candidate on the poster?
2. What words appear on the poster? If there are a lot of words, focus on the main words.
3. What are the main colors on the poster?
4. What are the main images or symbols on the poster?
5. Based on the poster, why would a person vote for this candidate?
6. Do you think this poster is effective in marketing the candidate? Explain why.
7. How is this poster similar to or different from other posters you have seen?
8. How could this poster be improved?
9. Write three other observations that you notice about this poster.

10. What is the overall message or feeling of this poster?