

## Common Core Objectives Covered

### **National Common Core Standards for English/Language Arts addressed:**

Even though this unit is social studies based, there is an interdisciplinary connection.

#### **3.01 Explore and evaluate argumentative works that are read, heard, and/or viewed by: making connections between works, self, and related topics. Also for evaluating author's purpose.**

Students will examine speeches by Ronald Reagan and John F. Kennedy. As they evaluate the speech they will compare/contrast the thoughts, viewpoints, issues discussed, and the time periods. They will do the same with the Barack Obama and Mitt Romney commercials.

Throughout all of the speeches and commercials they will examine the purpose of the creators of these items. Such as why would you use a negative ad? Who are they trying to reach with their speech? What issues are they addressing?

#### **4.01 Analyze the purpose of the author or creator and impact of that purpose by: evaluating the effects of author's craft on the reader/viewer/listener.**

With this objective: the students will examine the effect of the commercials, speeches, and readings we have examined. Did the speeches change public opinion? Do you think commercials politicians air effect the outcome of elections? They will also examine the effects of the commercials and speeches they create in their groups. Did the speeches and/or commercials affect the way you voted? How?

