

Appendix

Implementing District Standards

The North Carolina Essential Standards that I am addressing in this unit are as follows:

- 8 H 1.2 Abstract a general theme or point of a historical document by articulating its word for word nonfigurative meaning. My students will analyze a variety of historical documents from 1607 through present day and interpret them into a more modern day language which will assist in the understanding of the item and its literal meaning today.
- 8 H 1.3 Use primary and secondary sources to interpret various historical perspectives. Students will be determining the difference between primary and secondary sources first. Then, utilizing SOAPSTONE procedure further analyzes a variety of documents, newspapers, political cartoons, radio and television ads, and internet ads. This will assist in the process of interpretation and evaluation from multiple perspectives. This is especially necessary when using the Media Kit from Project Look Sharp, which contains primary documents from a two hundred year span.
- 8 H 1.4 Use historical inquiry to evaluate the validity of sources used to construct historical narratives. Since there are so many ads in the form of posters, newsprint, video, and radio it is important for students to be able to judge that this source(s) is valid. It also allows them to gather data from a greater variety of source and interpret that data.
- 8 H.3.2 Investigate changes brought about by technology. A large part of this project examines the change of technology from 1800 to present day in presidential elections. Newsprint in the 1840's, radio in the 1920's, television in the 1950's, and internet/twitter usage since 2000 have all impacted the field of election advertising and propaganda.
- 8 C and G 1.3 Analyze differing viewpoints on scope and power of national government. Students will be studying the election process but analysis of the Constitution and its powers will be discussed and assist in the analysis of that election process. Voting rights gained during the 20th century change the whole process of election advertising and who is actually targeted in those ads.
- 8 C and G 2.2 Analyze issues pursued through active citizen campaigns for change. Voting is part of the democratic process. Creating wise and careful consumers of that process makes my students more conscious of the choices available to them when they actually get to participate in their first election.