

**Purpose:** As a group, investigate your assigned swing state and research the Presidential Campaign the candidates are running in that state. Collaborate with the members of your group to create a Wiki page that documents your findings and analyses and present the page to the class.

**Tasks:**

* Create and manage a Wiki page with your group
* 2 oral group presentations: the dates for these presentations will be provided
* 2-4 page essay: typed according to the directions below and uploaded onto Wiki page
* In-class panel discussion: details and dates to follow

**Focus Questions:** Use the following questions to help guide your investigation. At least 5 questions must be addressed in your written and oral analyses.

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| 1. What are three important issues that are particular to your state? Why?  2. What are three rhetorical strategies and/or advertising techniques used in ads, TV commercials and/or political cartoons being aired in your state?  3. Clearly articulate the campaign strategy of each candidate as it applies to your specific state. What issues are they addressing? To whom are they appealing?  4. Trace the sources of the campaign money in each state. Where is it coming from and how is it spent? | 5. What effects are the debates having on the success of each candidate’s campaign?  6. What are the three essential differences between the candidates?  7. Are there ballot issues in your state? Are there groups of people who are experiencing any difficulty in voting? Explain.  8. How are the TV ads from each of the candidates similar? How are they different?  9. Summarize four columns by four columnists (two liberal and two conservative).  10. Discuss unforeseen events or controversial remarks. How have they affected the campaign? |

**Research:** Begin research by accessing the links located in the class Wiki. Recommended websites, columnists and other helpful information are located in the class Wiki under the *Resources* link.

**Evidence & Documentation:** Each group will be assigned a Swing State. Each Swing State will have its own page located on the class Wiki. On this page, you and your group-mates will provide links to websites, articles, ads, commercials, political cartoons, etc. as proof to your research. You and your group-mates need to document proof of research for each focus question answered.

**Written Interpretation & Analysis:** In addition to providing documented evidence, each of you will also be required to analyze that evidence and answer the focus questions in an essay. Your interpretations must reflect a clear understanding of your research and be explained in your own thoughts and words. Answers must also show evidence of your understanding of the rhetorical triangle: ethos, pathos, and logos.

Analysis Guidelines

* 2-4 typed pages, double-spaced, 12 pt. Times New Roman font
* 2-4 credible sources (see *Resources* page on the Wiki for suggestions on where to begin)
* In-text citations (quotations or paraphrases)
* Sources cited in parentheses inside of the essay. A separate “Works Cited” page is encouraged, but optional.

**Technology Component:** In order to successfully complete this assignment, you will need to be able to:

* Remember usernames and passwords to CPS network and Class Wiki
* Copy and paste text, links, pictures
* Upload files to the Wiki
* Efficiently navigate the internet
* Determine whether web content is credible

**How am I being graded?** Please see the “Grading Rubric”