
Name

Date

Tracing Change Over Time in Presidential Conventions

As you explore the *History* section of the *U.S. Political Conventions and Campaigns Past and Present* website identify changes that took place between the eras profiled. Use your knowledge of U.S. and world history to consider events which may have impacted the role and function of political conventions during each time period.

Time Period	In what ways did political conventions change between each era?	Brainstorm! What else was happening in the world that helps explain the changes made to political conventions?
From 1789-1832 era to 1832-1960 era		
From 1832-1960 era to 1960-1968 era		
From 1960-1968 era to 1968-1980 era		
From 1968-1980 era to 1980-2012 era		

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Analyzing and Evaluating Methods of Persuasion

During the election, candidates try to *persuade* people to vote for them. For each campaign item you work with, consider the questions below in order to analyze and evaluate the candidate's methods of persuasion.

Identify Object:	
OBSERVATION	
Are emotional appeals being used? What and how?	
Are symbols being used? What and how?	
Is strong language being used? What and how?	
Are factual claims being used? What and how?	
INTERPRETATION	
What values or vision is the candidate conveying?	
Is the candidate conveying a positive message or a negative one?	
Is the candidate being deceptive?	
Who is the intended audience?	
EVALUATION	
Given the time period, were the candidate's methods of persuasion effective?	
What would you do to improve the candidate's methods of persuasion?	
Would the candidate's methods of persuasion be effective today?	