**Summative Assessment: Civil War and the 2016 Election**

**The Commercial**

**Objective:** Students will produce a political commercial that addresses current political issues and synthesizes a political argument.

**Task:** You will generate an advertisement for a political candidate of your creation. Your advertisement will showcase your candidate’s political views and summarize their political agenda.

**Assignment Prompt:** In this assignment you are being asked to take on the role of a political candidate seeking the office of President of the United States. The office of the president is an elected position, so you will need to expose the American Public to your political views to get viewers on your side. One of the ways political candidates attempt gain support is through television advertisements. **Your task is to create a 3-5 minute speech *or* advertisement,** persuading the American public to vote for you. If you do not have regular access to a camera or webcam you can type and deliver a speech for the class using the same format and requirements.

**In addition to creating a commercial or speech you will also need to generate a short essay 4-5 paragraphs responding to the following prompt:**

*In one of his most recognizable speeches, the Gettysburg Address, Abraham Lincoln critiques slavery in the U.S. Lincoln states that the U.S. was founded on the principle that “all men are created equal” and argues that slavery is an issue in which the U.S. does not treat all people with equality. Do you think the U.S. currently treats all people with equality?*

Your essay must respond to the question; does the U.S. treat all people with equality? Your essay must make a claim about equality in the U.S. and your essay must support that claim using 2-3 of the political issues (discussed in class or in the presidential debates), as evidence.

**Directions (components you will need to complete):**

-Using a camera or webcam film a 3-5 minute political commercial in which you play the role of a politician running for president.

**Or**

**-**Prepare a 3-5 minute political speech that you will present in class in which you play the role of a politician running for president.

**And**

-A short (4-5 paragraph) **typed** essay evaluating weather or not the U.S. treats all people with equality.

**Advertisement components:**

-Candidates must make introductory and concluding statements at the beginning and end of the advertisement

-Advertisements address at least on issue from each of the three categories: 1) America’s Direction 2) America’s Prosperity and 3) America’s Security

**Advertisement Requirements:**

-Advertisements must be between 4-5minutes

-Political statements must be factually accurate

-Each issue mentioned must be addressed with a plan or endorsement and a justification for that plan or endorsement

-Dress appropriately (business/professional attire)

-Use persuasive speech: convince the American public that you are the best choice

-Speak clearly and use language appropriate to the office (NO: dude, cool, dope, etc.)

**Essay Components:**

-Essay must include: introduction, conclusion and body paragraphs.

-Essay must include an underlined thesis statement that responds to the prompt; *does the U.S. treat all people with equality?*

-Body paragraphs provide underlined evidence that support the claim made in your thesis

**Essay Requirements:**

**-**Essay must include 4-5 paragraphs

**-**Essay must use current political issues (discussed in class and during the debate) as evidence to support thesis claims

**-**Essay must be **typed**