

Lesson Plan: Hot Issues of the 2004 Presidential Election

Handout #1: Speech and Political Ad Review

Directions:

1. After your group has selected a issue to examine, go to each candidate’s Web site located at the following URLs:
 - George Bush - <http://www.georgewbush.com/News>
 - John Kerry - <http://www.johnkerry.com/pressroom>

2. Select speeches and/or media ads that best match the issue your group chose and review it looking for statements made by each candidate on the issue. If you don’t have access to your own computers, your teacher will provide you with copies of various speeches.

3. Each Web site is unique in its structure and some of the topics you are seeking might be found in several of the speeches listed. In some cases the lists of speeches contain brief descriptions of their contents. The speeches are presented to general audiences and contain a variety of topics, though there may be a general theme to them. You should review more than one speech and/or media ad on your topic. You can skim the speeches to find the topic they are exploring or use the “FIND” command (control F) to locate the topic faster.

4. Write down what the candidates say about the topics on the following chart. Use a separate sheet of paper if necessary. Then be prepared to answer the following questions:
 - What is the issue you are examining?
 - How did each candidate define the problem or explain the issue in their speech or media ad?
 - What solutions or comments did each candidate present in their speech or media ad to address the issue?
 - Do you feel the statements made in the speech or media ad adequately address the issue? Why or why not?

(name of issue)	
George Bush’s description of the problem facing the issue.	
George Bush’s proposed solution or comment to address the issue.	
John Kerry’s description of the problem facing the issue.	
John Kerry’s proposed solution or comment to address the issue.	