**ACTIVITY 6.1: Examining and Evaluating Campaign Communications**

You can use the following framework when examining campaign communications.

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| **Steps** | **Guiding questions** |
| **1) Describe the content** | What does it show? What is your immediate impression? How does it make you feel? |
| **2) Identify the claim (or main message)** | What claim is being made? Is it a factual statement that can be proven, or is it an opinion statement that is up to one’s interpretation? |
| **3) Examine the framing** | How do the language, images, colour, fonts and tone influence the message? Is the message misleading? |
| **4) Analyze the purpose** | What is the purpose of the message? Is it about the party’s vision/strengths or is it an attack ad? Who is the target audience? How might different audiences interpret it? |

Establish criteria for evaluating the effectiveness of campaign communications.

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| **My group’s criteria:** |

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| **Final class criteria:** |