

ACTIVITY 6.1: Examining and Evaluating Campaign Communications

You can use the following framework when examining campaign communications.

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 it an attack ad? Who is the target audience? How might different audiences interpret it?

Establish criteria for evaluating the effectiveness of campaign communications.

My group's criteria:

Final class criteria: