

# AMERICA VOTES

## BECOMING INFORMED

(Fourth of 6)

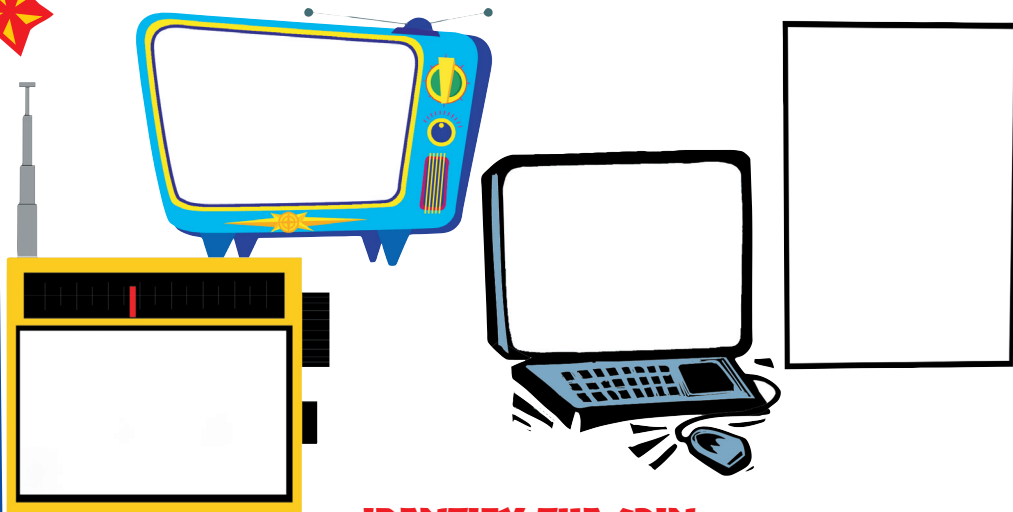


Exercising your right to vote requires gathering information about candidates and issues. Where can you find the facts you need to be an informed voter?

There are many sources of information available in the media. Each day newspapers, television, radio and the Internet bring the names, faces and platforms of candidates to voters.

### GET YOUR INFORMATION HERE!

**Directions:** Write an example of a source of information in each of the media graphics.



### IDENTIFY THE SPIN

Most candidates rely on advertising to get their names and ideas out to the voters. Remember that these ads are designed to make you vote for the person paying for the ad. Candidates use many persuasive techniques to win voter support. Some examples are below.

- **Testimonial** – using well-known public figures or celebrities to support the candidate
- **Mudslinging/Name-Calling** – attacking the record or personal qualities of an opponent
- **Glittering Generalities** – using general, abstract statements that cannot be measured or proved
- **Appeal to Fear** – evoking images of fear

**Directions:**

1. Cut out five political or product advertisements from the newspaper.
2. Group the ads by the persuasive technique used.
3. Decide if each ad is based on fact or opinion.
4. Choose one ad and rewrite it using a different persuasive technique.
5. Do you look at ads differently now that you have learned about the different persuasive techniques that are used?



**Learning Outcomes:** Reads for comprehension, works in a group setting, compares and contrasts, recognizes the differences between fact and opinion, communicates information orally and in writing, obtains information from a variety of sources.

**"VOTE"ABULARY WORDS:**  
Platform, Persuade, Advertising