

## PROJECT ONE - US ELECTIONS

NOTION: LIEUX & FORMES DU POUVOIR

DOMAINE: HISTOIRE & GEOPOLITIQUE

PROBLEMATIQUE: Quels sont les enjeux des élections américaines 2012 ?

- Première séquence de Terminales tronc commun ES / L / S
- Groupes de compétences : travail sur le couple d'activités langagières CO / PPC
- Objectifs :

\* B1 : éléments factuels -> qui sont les candidats ? comment sont-ils élus ? quels sont les thèmes-clés des élections ?

\* B2 : expression des points de vue de chaque candidat ; les différentes stratégies mises en œuvre pour convaincre l'électorat

### INTRODUCTION / ANTICIPATION :

- **CE** : 'THE JOB'- 'WANTED' => WHOSE JOB IS IT ?
- **EOi** WHERE ? WHEN ? WHO ?

#### THE JOB

##### Requirements:

- Must be at least 35 years old
- Citizen of the United States
- Lived in the United States for at least 14 years

##### Time of Employment:

- 4 years, possibility of a second 4 years

##### Salary

- \$400,000 plus
- \$ 50,000 expenses
- \$ 40,000 transportation
- free housing and meals

##### Responsibilities

- Chooses cabinet members
- Commands all of our armies
- Meets with leaders of foreign countries
- Make treaties with foreign countries
- Appoint judges and ambassadors
- Proposes laws
- Signs bills into law and vetoes bills
- Protects the laws of the United States
- Pardons criminals
- Reports to Congress once a year

## FINAL TASK:

### Election Project: Create-A-Candidate



#### Objective:

- Your team (of 2) will create the ideal candidate for the 2012 presidential election in the UNITED STATES, and introduce your candidate to the class in a meeting.
- Your Candidate will first introduce him or herself to your class, after which a "Primary Election" will take place. The winning candidates from each class will then run in the final election.

### TASK ONE: UNDERSTAND THE ELECTION PROCESS

- **CO / VIDEO** - [HOW IS A PRESIDENT ELECTED?](#)
- **CE / EE** - CREATE A QUIZ
- **EOc / EOi** : submit it to the class

### TASK TWO: MAKE A PROFILE OF YOUR CANDIDATE (in PAIRS)

\***EOi** - discuss the kind of information you need (*see grid below*)

\***CO** - look for the information needed → BIOS = 4 GROUPS

BARACK OBAMA

<http://www.channelone.com/video/who-is-barack-obamaquestion/#oid=k4Nzl0NTqoj7FSQxqLeM2un1xExm36ad>

MITT ROMNEY

<http://www.channelone.com/video/who-is-mitt-romneyquestion/#oid=VOYjyNTpDfJKbwgzlxBxoHno1vIX12C>

JOE BIDEN

<http://www.channelone.com/video/who-is-joe-bidenquestion/#oid=ZrcndzNTqt5J-4PtatLb7-qmAGv1Eap7>

PAUL RYAN

<http://www.channelone.com/video/who-is-paul-ryanquestion/#oid=YxcG5xNTqNb2bdOBxzKrg-XW2yRI1J9>

\***EOc / EOi** - *POOLING OF INFORMATION to have the 4 profiles & get inspiration*

\***EE** → **Create-A-Candidate: Status Report**

Team Members: \_\_\_\_\_

Fill out the grid below with the decisions you have made thus far:

Name of Candidate?	
Male or Female?	
Age?	
Ethnicity?	
Educational Background?	
Work Experience?	
Marital Status?	
State Residency?	
Other Facts?	
Political Party?	
3 Key Issues with Opinions	

- To "create" the ideal candidate, you must answer the following questions

### *Question 1: Who are you?*

- Your candidate wants to run for the U.S. presidency. The first step is to create a profile of an ideal candidate. Consider the age, gender, ethnicity, educational experience, work experience, marital status, and state residency that you would like to see the next president have (your ideal candidate's background may or may not reflect your background). [Make sure that your candidate meets the qualifications for president, as described in Article II of the Constitution.]
- Explain your choices. How did you decide each answer? What makes this an important characteristic for the ideal candidate? Provide 3 sentences for each characteristic listed above.

⇒ revoir les adjectifs de personnalité (cf. doc « describing people »)

⇒ **CE** : documents about political parties in the US:

### *Question 2: To what political party do you belong and why?*

- Read about the political parties and then decide which party your candidate will represent. Will he or she run on a Democratic, Republican, Green, Libertarian, Constitution party ticket?
- Answer question 3 with KEY WORDS, from the point of view of your candidate ("I am a member of the \_\_\_\_\_ Party because...").

⇒ entraînement **EOc** = introduce your new identity to your teammate

### TASK THREE: UNDERSTAND THE ISSUES AT STAKE

The candidates' stance / viewpoint on several issues:

✖ **EOi** : in groups, make a list of all the issues that come to your mind + *I add some*

ABORTION	FOREIGN AFFAIRS : AFGHANISTAN / IRAQ / IRAN CHINA / ISRAEL	BUDGET / DEFICIT / ECONOMY	BUSINESS & LABOR	CAPITAL PUNISHMENT / DEATH PENALTY
CIVIL LIBERTIES	CUBA	EDUCATION	ENERGY	ENVIRONMENT
GUN CONTROL	IMMIGRATION	HEALTH CARE	STEM CELL RESEARCH	
	NATIONAL SECURITY	POVERTY		
		TAXES		

✖ **CO / VIDEO**: ADVERTIZING CAMPAIGNS OF THE 2 CANDIDATES

⇒ Learn about the strategies to put your candidacies forward

- 'GO'
- 'BELIEVE IN OUR FUTURE'

✖ **CO / VIDEO**: CRITICISM OF EACH MAIN CANDIDATE / STRATEGIES

- 'WE'VE HEARD IT ALL BEFORE'
- 'NOTHING'S FREE'

Negative campaigning = mudslinging : referring to negative aspects of an opponent, of a policy rather than emphasizing one's own positive attributes or preferred policies.

Attack ads (here) : exploiting fears (cf music) to manipulate and lower the impression voters have of the opponents

✖ **CE / CO** - find information about those issues → **SÉANCE SALLE INFO**:

<http://campaign2012.c-span.org/issues>

<http://2012.presidential-candidates.org/>

<http://www.timeforkids.com/news/understanding-issues/44461>

- ⇒ entraînement **EOc** - be ready to present them to the class - no reading / just notes
- ⇒ **EE** - take notes from the other groups' presentations and ask questions if necessary
- ⇒ [**EE** - review your notes to answer the journalist's questions + feedback]

*Question 3 : Why do you want to be president?*

- Briefly explain why your candidate wants to become President of the United States.
- Write **KEY WORDS**, from the point of view of your candidate.

*Question 4: What are your key issues?*

- How does your candidate feel about important issues? If elected President, what will he or she do about these issues? Choose a few key issues and listen to / read about the real candidate's views on these issues. Who do you agree with?
- Choose 3 key issues your candidate feels are important to address. Describe the 3 issues and your candidate's solutions in the form of a campaign speech.

*Question 5: What are your promises to the American people?*

- You will notice that presidential candidates make a lot of promises to the American public. What will your candidate promise?
- Based on the issues that are important to you and other ideas that you may have about the presidency, come up with five promises. These should be short statements that are easy to remember, and should reflect your candidate's issues, and the duties to be fulfilled as president.

**TASK FOUR : CAMPAIGNING**

- **CO / VIDEO:** *Obama and Romney slogan wars : meh*

- **CE:** *Obama merchandising madness: where will it end?*

- **Discussion about 'Campaigning'** : *How can you convince others to vote for you ?*
  - brainstorming in groups
  - pooling of information
- CLASS divided into 2 groups (pairs separated)
  - Half of the class working on the topic of slogans

**ABC Video** : *Obama and Romney slogan wars : meh*

<http://abcnews.go.com/blogs/politics/2012/05/obama-and-romney-slogan-wars-meh/>

- The other half working on merchandising

**Guardian Article**: *Obama merchandising madness: where will it end?*

<http://www.guardian.co.uk/world/shortcuts/2012/mar/27/obama-merchandising-madness>

**RECAP:**

- *What is the technique mentioned each document ? Give examples.*
- *What is special about it in the 2012 elections ?*
- *What makes it an efficient way to campaign ?*
- Pairs back together to share information

### Question 6: What is your campaign slogan?

- You have probably noticed that there is a lot of campaign propaganda around election time. Candidate buttons, bumper stickers, and posters show voters' support for their favorite candidate, and often display the candidate's campaign slogan.
- Create a campaign button for your candidate. Your candidate's slogan should be on the button. Your slogan should be catchy and memorable; your button should be eye-catching. Use the plastic button provided to complete this task.

## TASK FIVE : CONVINCING

### 1) SPEECH EXTRACTS FROM FICTION -> CO - METHODO

- ❖ HOW TO INTRODUCE your speech = [FUTURAMA extract](#) (Nixon)

→ practice saying it aloud - sentence stress + word stress

- ❖ HOW TO CONVINCING = [MARS ATTACKS extract](#) (Jack Nicholson)

→ rhetorical questions, repetitions, word stress, intonation of questions, negative questions + gestures & eye contact

\* *why are you doing this ?* ⚡

\* *isn't the Universe big enough ... for both of us ?* ⚡

\* *what is wrong with you people ?* ⚡

\* *why be enemies ? why destroy when you can create ?* ⚡

\* *think of the things we can do, think how strong we would be ... Earth & Mars ... together*

\* *Why can't we... work out our differences? Why can't we... work things out?* ⚡

### 2) CO - LISTENING TEST

#### ⇒ FINAL TASK : The Finished Product

- Your Findings Folder should include the following:
  - Answers to each question (when applicable), compiled in order.
  - Campaign Button and or Poster Designs
- Presentation :
  - Each group will introduce their candidate (played by a member of the team) and **RUNNING MATE** in a Meeting
  - The following information must be provided in the presentation:
    - Background information, including party affiliation
    - Why you want to be president
    - Key issues speech and campaign promises
    - Candidate must wear/display button with slogan
  - You can have notes, create a slideshow, a video which you'll have to comment during the Meeting