THE GREAT DEBATES

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PROBLEM LOG

LEARNING ISSUES BOARD

Hunches:

What We Know	Learning Issues	Plan of Action

Reflective Moment: **Thinking about Image**

> *Write a brief response to one of the quotes below. Place an x by the quote you chose.*
>
> _____ "Nobody counts the number of ads you run; they just remember the impression you make."
>
> — Bill Bernbach, advertising pioneer
>
> _____ "Individuals make impressions and judgments about people very quickly, very easily, and with very minimal information. And once those judgments are made, they tend to be very hard to undo. They're quite sticky."
>
> — Dr. Vivian Zayas

A quality response: (1) addresses the quote, (2) stays on topic, (3) is plausible or reasonable, and (4) gives enough detail to make your ideas clear.

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Analyzing the Messages Chart

Candidate: _____

Media Source	Main Issue/Content *Facts that are written, spoken, or depicted in another way*	Tone *The way in which content is delivered; the underlying attitude or message*	Message *What the candidate's team wants the target audience to believe*	Target Audience/ Effectiveness *Who the message is for/ How well it works*

Candidate: _____

ANALYZING THE MESSAGES CHART

Media Source	Main Issue/Content *Facts that are written, spoken, or depicted in another way*	Tone *The way in which content is delivered; the underlying attitude or message*	Message *What the candidate's team wants the target audience to believe*	Target Audience/ Effectiveness *Who the message is for/ How well it works*

Reflective Moment: **Seeing the Big Picture**

After analyzing the campaign materials, what are your thoughts about Nixon's image and message? What about Kennedy's?

How would you assess each candidates' ability to embrace and successfully utilize television as the new way to convey their message and image? Explain your answer.

A quality response: (1) addresses the question, (2) stays on topic, (3) is plausible or reasonable, and (4) gives enough detail to make your ideas clear.

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