

**Voters evaluate information presented in political campaigns to make reasoned choices among candidates.**



**Strategies for evaluating campaign speeches, literature, and advertisements for accuracy**

**Separating fact from opinion**

**Detecting bias**

**Evaluating sources**

**Identifying propaganda**

**The media plays an important role in the political process.**



**Mass media roles in elections**

**Identifying candidates**

**Emphasizing selected issues**

**Writing editorials, creating political cartoons, publishing op-ed pieces**

**Broadcasting different points of view**

The student will demonstrate knowledge of the political process at the local, state, and national levels of government by:  
c) analyzing campaigns for elective office, with emphasis on the role of the media.