**Creating a Campaign Poster**

\*Each of you will be assigned a candidate that is running for office from one of the two major political parties. You may use the candidates’ names that are provided, or you may replace them with your own name.

**Step One**: Carefully read the information you received about your assigned candidate and review the profile of your opponent. Identify these things:

* Experience that qualifies your candidate to be president.
* Why your candidate will appeal to the public.
* What differentiates your candidate from the opponent

**Step Two**: Identify the focus of your poster, including

* The candidates message
* The type of advertisement: positive, negative, or issue based
* The persuasive technique or techniques you will use.

**Step Three**: Based on your findings above create a compelling poster that will motivate voters to vote for your candidate.

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