LESSON PLAN 4

Media and Politics

By

Dr. Samantha Averett
Rationale:

We live during a time when media and social media has become a part of our everyday life and polarized for some viewers. As developing members of the American citizenry, it is important to help students develop the skills to evaluate the information they take in from various media outlet. Students will examine the role of media in political elections and evaluate the effectiveness in persuading the electorate.

Standard(s):

C3 NCSS
1. DS Civ 2 9-12: Analyze the role of citizens in the U.S. political system, with attention to various theories of Democracy, changes in Americans' participation over time, and alternative models from other countries, past and present.
2. DS Civ 6 9-12Critique relationships among governments, civil societies, and economic markets.

Objectives:

1. Identify and determine the motivates and purpose of different media outlets.
2. Develop the skills to analyze information they take in from media outlets.
3. Demonstrate knowledge and practical application of historical skills (sourcing and analysis).
4. Examine role of media and social media in political elections
5. Evaluate the effectiveness of media to persuade the electorate

Activity:

1. Students will analyze the documents.
2. Source the authors or creator of each item.
3. Students will respond to examination prompts.

Guiding Questions:

1. What role media and social media in persuading and informing the citizens and electorate.
2. What are the different forms of media or information sharing?
3. Who uses the different forms of media or information sharing that we identified? Why do some forms of media, media outlets or information sharing appeal to some and not others?
4. What are some of the signals, code words, or phrases used by the identified media outlets (past and present) to encourage, attract, or support different segments of society?
Sources:

1. Newspaper/Journal

2. Political Cartoons

Suggested Lesson Structure:

1. Warm Up - Invite the students to discuss the terms and give background information on Woodrow Wilson as a professor at Princeton University and governor of New Jersey.
   a. Term
      a. Media
      b. Social Media
      c. Propaganda
   b. Source A – Background information of Woodrow Wilson

2. Sourcing and Document Analysis
   a. Have students work in pairs to analyze the documents and complete the graphic organizer. This will allow students to discuss the documents and hear from their peers regarding the documents.

3. Evaluate
   a. Students will work individually to take the information from the graphic organizer, annotations on the documents, and any notes to complete the brief constructive responses. This activity also requires another reading/skimming of
the text to identify evidence to support their claim for the brief constructive response.

**Suggested Grade Level:**

This lesson is suggested for middle and high school students.

**Suggested Lesson Pace:**

<table>
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<th>Schedule Type</th>
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<tr>
<td>80 minute Double Block Schedule</td>
<td>This lesson structure may take one and a half class periods. This will allow for discovery for the first entire class period and then analysis and evaluation in the next class period. This will allow for reflection and analysis of the previous class's information to draw a conclusion based on evidence.</td>
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<tr>
<td>45 minute Single Block Schedule</td>
<td>This lesson structure may take three class periods. This will allow discovery during the first class period and re-examining in the second class period. Finally, the students can use the third class period to reflect and analyze the information from the last two classes to draw a conclusion based on evidence.</td>
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“In the spring of 1910, Col. George Harvey, editor of Harper’s Weekly, persuaded James Smith of Newark, “boss” of the New Jersey Democratic Party, to support Wilson for the gubernatorial nomination. Wilson, who had recently lost an internal struggle at Princeton with one of his deans, agreed to accept the nomination if it were offered without conditions. Smith’s well-oiled machine worked perfectly, but his plan to elect a dignified puppet soon went awry. Wilson accepted the Democratic state convention’s nomination, aligned himself with the progressive forces that had been fighting Smith, and won in a landslide on Nov. 8, 1910. It was only the beginning of the revolution. Before his inauguration Wilson prevented Smith’s election to the United States Senate by the state legislature. Inaugurated on Jan. 17, 1911, the new governor maintained such heavy pressure on the legislature at Trenton that he won enactment of most of his program in one session: direct primaries; effective state regulations of public utilities; workmen’s compensation; municipal reform; and reorganization of the school system. In early 1913 he won the last of his important demands—antitrust legislation to drive industrial monopolies from New Jersey.”

Source: Excerpt from Rutgers University, Center on the American Governors, https://governors.rutgers.edu/woodrow-wilson-and-the-election-of-1912/

Vocabulary –
Gubernatorial – Relates to state governor or the office of state governor.
Municipal – Relating to a city or town or the governing body.
Municipal Reform – To make changes to laws or ordinance of a city or town or its governing body.
Antitrust – Relating to legislation that prevents or controls trust or other monopolies that impede competition in business.
Monopolies - The exclusive possession or control of the supply of or trade in a commodity or service.
THE DOMINANT ISSUES OF THE CAMPAIGN!

"The most delightful thing about our politics is that a door has been slammed somewhere and the past is out staid... We are done with that. We are not going to talk about it any more. It is an unpleasant subject." Woodrow Wilson.

And just so we call it.--RUSTY PIG. WILLIAM JAMES SMITH, JR., PLAY IN THE MANAGEMENT OF THE STATE OF WOODROW WILSON IS ELECTED.

THE THIRD SHADOW:

Perhaps the most interesting of the shadow on which we place this sequence of the Depression material in R.W. Wilson: 1914-1920. The greatest of Wilson's achievements was his ability to influence public opinion at the time of his election. He had a clear understanding of the problems facing the nation and was able to present a strong vision of his ideas and goals.

The result was a successful campaign that brought him to power.

THE FIRST SHADOW:

Among the most important of Wilson's achievements was his ability to influence public opinion at the time of his election. He had a clear understanding of the problems facing the nation and was able to present a strong vision of his ideas and goals.

The result was a successful campaign that brought him to power.

THE SECOND SHADOW:

Among the most important of Wilson's achievements was his ability to influence public opinion at the time of his election. He had a clear understanding of the problems facing the nation and was able to present a strong vision of his ideas and goals.

The result was a successful campaign that brought him to power.

From the Hudson to Cape May, from the Atlantic Ocean to the Delaware River, through the length and breadth of the State, men are everywhere realizing that the best interests of New Jersey can be conserved only by voting for:

VIVIAN M. LEWIS, who has no issues to hide and no doors to slam shut!
The last days of the campaign have arrived and have brought with them a broader and deeper and truer comprehension of the real significance of the election of a Democratic ticket in the state. In politics, as in all other activities of life, misrepresentation always operated to invited disaster; chicanery inevitably finds it fruition in failure. The campaign of the Democratic party bears within itself the seeds of ultimate defeat, in the attempt has been made, and is still being made, to conceal from the electorate the real issue of the hour.

FACTS ARE FACTS AND NOT AMOUNT OF SHADING WILL ALTER THEM!

“THE MOST DELIGHTFUL Thing ABOUT OUR POLITICS IS THAT A DOOR HAS BEEN SLammed SOMEWHERE AND THE PAST IS SHUT OUT. WE ARE SONE WITH THAT AND WE ARE NOT GOING TO TALK ABOUT IT ANY MORE IT IS AN UPLEASANT SUBJECT” - WOODROW WILSON

With these few but illuminating words, the Democratic candidate for governor dismisses from all consideration the most important of the issue which he has espoused. Woodrow Wilson must know what every other man knows that there is not way of judging the future save by the past; that there is not way of predicting tomorrow save by today. There has been a careless use of language during the past five weeks on the part of the Democratic candidate; a foolish feverish flutter of words. Much has been said about motives; nothing has been said about the men behind the motives. Much has been said about principles; nothing has been said about the men behind the principles. Much has been said about the performance of the future; nothing has been said about the performance of the past…….

AND WHO ARE THE MEN BEHIND THE MOTIVES AND PRINCIPLES AS EXPRESSED BY DR. WILSON? WHAT IS THEIR RECORD? WHAT DO THEY STAND FOR?

Every picture of the Democratic candidate caste three shadows. If you will look closely you will find in these shadows the faces of three men:

JAMES R. NUGENT

JAMES SMITH, JR.

G. B. M. HARVEY.

And in these shadows which dominate the picture can be found the real issues of the present campaign. Woodrow Wilson cannot slam a door shut on these three gentlemen;………………

But here are a few facts upon which Woodrow Wilson cannot shut a door and dismiss them from consideration.

2. Woodrow Wilson received the nomination for the high position of Governor of New Jersey at the hands of James Smith, Jr. as every man who attended the convention knows.

3. Woodrow Wilson received the platform which he is now expounding at the hands of Col. G. B. M. Harvey, to whom it was submitted and who revised it, and “helped” it and was satisfied with it before it was adopted, as every man who attended the convention knows.

4. Woodrow Wilson’s campaign is being directed and controlled by James R. Nugent.

Source: Asbury Park Press (Asbury Park, New Jersey) · Mon, Nov 7, 1910 · Page 6, https://www.newspapers.com/image/144687903/
The Minute Man of the Hour

Woodrow Wilson

Facts are Facts and No Shadow-Graphs Will Alter Them.

A vote for Lewis will mean a vote for "The Little Father of the Trusts"—John Kean.

A vote for Lewis will mean a vote for "The Same Old Republican Gung" in Monmouth County.

A vote for Lewis will mean an endorsement of the Republican Legislative Orgy held on the last night of the Session this Year.

A vote for Lewis will mean an "O.K." for the constantly increasing tax bills.

A vote for Lewis will mean your approval of the Countless Republican broken promises to enact legislation regulating water, gas, electric light, trolley, and railroad companies.

A vote for Lewis will mean another SABOT PLANS for the Ocean Grove Borough Bill.

A vote for Lewis will mean a lack Alley Ocean Boulevard through Ocean Grove.

A vote for Lewis will mean that you are a "Standpatter" in this progressive age.

A vote for Lewis will mean that you are a part of the empty market basket.

A vote for Lewis will mean a revival of Bill White's and his Springfield Avenue "Mill" Card Infra-System.

A vote for Lewis will mean an endorsement of his "Little White House" and his Springfield Avenue "Mill" Card Infra-System.

A vote for Lewis will mean that you regulate Governor Fords's statement to the effect that the last Republican legislature had betrayed the people.

A vote for Lewis shows that you favor legislation by the Republican Board of Guardians.

Look at your Tax Bills and Vote the Democratic Ticket.

Woodrow Wilson is No Man's Man.

A vote for Woodrow Wilson means the Political Vacuum Cleaner for Democratic and Republican Organizations alike.

A vote for Woodrow Wilson means a return to the first principles of government.

A vote for Woodrow Wilson means an honest and economical State Government.

A vote for Woodrow Wilson means "The Tall Timbers" for every Party Brand of political crooks.

A vote for Woodrow Wilson means a protest against campaigns of lying, deceptions, hypocrisy and B2 bills in New Jersey.

A vote for Woodrow Wilson means the placing of Board, Kean, Howell and the Monmouth County Messiahs in political cold storage.

A vote for Woodrow Wilson means the political nullification for New Jersey.

A vote for Woodrow Wilson means the "Real Square Deal."

A vote for Woodrow Wilson means that you place patriotism above party.

A vote for Woodrow Wilson means a political house cleaning at Trenton.

A vote for Woodrow Wilson means the passing of the Republican Board of Guardians and the Democratic Overlords.

A vote for Woodrow Wilson declares for cheaper gas, electric lights, water, and lower railroad fares.

A vote for Woodrow Wilson means that the Boroughites will obtain their rights.

A vote for Woodrow Wilson means "Brains" not "Boosicks" in political campaigns.

A vote for Woodrow Wilson means an administration that you have been long hoping for.

A vote for Woodrow Wilson means the election of the Abraham Lincoln of the Twentieth Century.
Excerpts from Source C

FACTS ARE FACTS AND NO SHADOW GRAPHS WILL ALTER THEM………

A vote for Lewis will mean an “OK” for the constantly increasing tax bills. A vote for Lewis will mean your approval of the Countless Republican broken promises to enact legislation regulating water, gas, electric light, trolley and railroad companies……………….

A vote for Lewis will mean that you are satisfied with the empty market basket. A vote for Lewis will mean that you stand for “Joy Riding Corporations.”

Please Mother and the Girls by voting this year for the family market basket and the wardrobe. That’s what a vote for Woodrow Wilson and the Democratic Assembly candidate means. It means your personal protest against the high cost of living which has been brought about by great corporations and truest which the Republican party has catered to and allowed to sap out the life of the land and by an enormous protective tariff…………………………

WOODROW WILSON IS NO MAN’S MAN

A vote for Woodrow Wilson means the Political Vacuum Cleaner for Democratic and Republican Organization alike. A vote for Woodrow Wilson means a return to the first principles of government. A vote for Woodrow Wilson means an honest and economical State Government. …………

A vote for Woodrow Wilson means the political millennium for New Jersey. A vote for Woodrow Wilson means the “Real Square Deal.” A vote for Woodrow Wilson means that you place patriotism about party………..

LOOK AT YOUR TAX BILLS AND VOTE THE DEMOCRATIC TICKET.

Source: Asbury Park Press (Asbury Park, New Jersey) · Mon, Nov 7, 1910 · Page 7, https://www.newspapers.com/image/144687905/
THE PRESIDENT WOODROW WILSON HOUSE - NATIONAL TRUST FOR HISTORIC PRESERVATION
2340 “S” Street, NW, Washington, D.C. 20008 / T: 202.387.4062/ WilsonHouse@SavingPlaces.org
Excerpts from Source D

AN APPEAL TO TRUE DEMOCRACY

Upon the result of the primaries depends on the future of Democracy in this county. Victory for the delegates pledged to Woodrow Wilson will proclaim to the rest of the state and the nation that the Passaic County Democracy has shaken off the shackles of corruption and is now true to its old ideals and traditions. Any other result will brand Democracy with a stigma of shame and will be proof that a once great party had become the mere plaything of Jim Smith, the discredited and discarded boss under whose leadership Democracy drifted downward to decadence and defeat.

Every Democrat who takes pride in his manhood and his loyalty to his party should resent this interference by Jim Smith and Jim Nugent in the political affairs of his county. What right have these old bosses of the coal combine days, who have been deposed and discarded by decent Democrats all over the state, to come into Passaic county to betray Democracy in order that Jim Smith may have revenge on Governor Wilson who purged the part of Smith’s leadership and fired Jim Nugent as chairman of the state committee, a position which he disgraced by his vile insults and his blatant boasts that New Jersey Democracy by its primary vote today will justify Nugent’s insults and Smith’s dirty political work?........

A great opportunity awaits every true and loyal Democrat in Passaic County. It awaits every young man who believes in Democracy and finds hope in its future as a virile political force. It is time to discard the old leadership and the old influences which have been used in this campaign in efforts to discredit Woodrow Wilson, the new leader, whose personal integrity and official record has given New Jersey Democracy a new lease of life.

Source: Drawing depicting NJ Governor Woodrow Wilson captioned 'It takes grit to remove grime' published in Harper's Weekly November 11, 1911, about a year after his election in November 1910. Image: Library of Congress
Source F

WILSON DEFINES A PEOPLE’S PARTY
Governor Says Democrats Are Willing to Give Everyone a Voice

Madison, Wis Oct. 28 – Governor Woodrow Wilson made an address at the Democratic luncheon here yesterday which left no doubt in the minds of Wisconsin party leaders that Wilson will have Wisconsin’s vote in the national convention. In addition to all the leading Democrats of the state there were present many prominent progressive Republicans……………….

There was a storm of applause when Chairman J. C. Aylward who was the Democratic candidate for governor last year, introduced Governor Wilson as the next president of the United States. Governor Wilson’s speech was a plea for popular government and freedom from interference by special interests and middlemen in politics. He said he could see not great difference between his principles and those avowed by Progressive Republicans with who he talked and that is seemed to be merely a matter of party label.

Source: Asbury Park Press (Asbury Park, New Jersey) · Sat, Oct 28, 1911 · Page 1, https://www.newspapers.com/image/144683199/
Instructions: Use source B- G to complete the chart.

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<th>Source</th>
<th>What message does the source convey?</th>
<th>Was this source a pro-democrat, pro-republican, or both? Include evidence from the source to support your claim.</th>
<th>Was the source pro-Wilson or anti-Wilson? Include evidence from the source to support your claim.</th>
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<td>1.</td>
<td>What trends do you notices relating to the type of media? What political impact do these trends convey? How might this relate to media today?</td>
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Evaluation Questions

Answer the questions below based on the information discussed in class and the presented sources.

1. What is the role of media in the political elections?
2. Which source is most persuasive? Justify (explain) your selection.
3. Briefly explain the role media played in the different political elections for Woodrow Wilson.
4. Briefly describe the similarities between past media sources and today’s media sources as it relates to political elections.
5. Briefly describe the difference between past media sources and today’s media sources as it relates to political elections.
6. To what extend is the involvement of media influential or interference?