A class election debate is not the only method candidates have to convince other students to vote for them. If you have hesitated to run for office because public speaking leaves you feeling shaken, or if you feel your campaign efforts have stalled, try creating election advertisements to catch people’s interest.

Posters are a great way to advertise your strengths. Use short sentences and bold, clear lettering so that your message can be easily scanned by students as they pass on the way to class. Posters are also a great way to reach those students who may need to be beckoned or prodded into going to the polls to vote.

by Pamela Zarn

TARGET VOCABULARY

debate scanned
prodded inflated
gradually stalled
decorated shaken
beckoned hesitated

GENRE
Persuasive text, such as these campaign advertisements, seeks to convince the reader to think or act in a certain way.

TEXT FOCUS
Persuasive techniques are ways an author tries to convince a reader to think or act in a certain way.

Media Literacy
The techniques used in a persuasive text may be different from the techniques used in a persuasive commercial.