***Socials 10 General Election Project***

*It has been 5 years since the last election and the Prime Minister has called upon the Governor-General to dissolve Parliament and an election is to be held on \_\_\_\_\_\_\_\_\_\_\_. The polls have shown voters are not leaning heavily towards any one party, therefore all parties will be vying to capture undecided voters and advocate their party’s platform as Canada’s future.*

**Assignment Structure:**

In this unit project you will be in groups of **six** taking the role of a national party on the Canadian political spectrum. *You will be responsible for creating your own party name, though you will be representing the values of the actual parties*. The potential parties are:

|  |  |  |
| --- | --- | --- |
| Conservative Party | Liberal Party | Communist Party of Canada |
| New Democratic Party (NDP) | Green Party | People’s Party of Canada |

1) In this party you will present a platform pamphlet outlining your party’s position on ***the following*** *key issues* (presentation wise, take cues from the official party platforms of 2015). You must develop your platform inline with your party’s actual political beliefs as we have seen in our look at the political spectrum. (i.e. The Green Party would *not* include poor environmental standards in their platform)

These issues are:

|  |  |  |  |
| --- | --- | --- | --- |
| * Healthcare | * Senate Reform | * Electoral Reform | * International Relations/Trade |
| * Environment | * Social Issues | * Military Spending/Role | * Economy |

This will be presented to your Socials 10 block and should be written as a presentation. For ***each issue*** explain

1) your party’s position on the issue

2) why your party believes that

3) a brief and simple explanation on what the party will do if they were to be elected, (***3 to 5 sentences per issue)***. Do not get bogged down with complex numbers and figures. A brief explanation is all that is required (ie. “We will fix healthcare by increasing funding for preventative measures like sports for youth to encourage good health and take the strain off our hospitals”)

\*\*\**All members of the party* are responsible for knowing where their party stands on each issue. *Do not* simply hand it off to one person! Knowing 1) what your party believes in and 2) why that is, will be key on your self-evaluation and on the unit test\*\*\*

2) As a group you will decide on a **party leader** who will serve as the head of your campaign. The party leader will have the final say in all areas of your project and will decide how work will be delegated. This group member will also be responsible for a brief (~2 minute) presentation outlining the party’s election platform to the class. Please take this into consideration when picking your leader. The group will also nominate a **deputy-leader** who will resume the duties of the **party leader** in the event of absence (or political coup…)

3) The group will be responsible for making **two** commercials to promote your party. These commercials can be in any form of your choosing (audio, video, cartoon, etc.) These commercials MUST outline one aspect of your party’s platform. One of the two may be an attack advertisement against a political rival (**however**, racial/sexual/religious or other personal attacks will not be tolerated). These ads need to be between 28 - 30 seconds, and the second ad between 58 - 60 seconds in length and will be made available for all to see. Take into consideration what medium your ads are using. What age group are you targeting with radio ads versus television ads versus internet cartoons?

4) The group must create a campaign pamphlet – detailing your parties political platform

5) The group will must also create **two pieces** of print media. These can be in the form of: signs, cartoons, posters, pamphlets, newspaper-like advertisements, mailers, etc. These must outline portions or all of your party’s platform, and one of the two can attack a political rival (**again,** racial/sexual/religious or other personal attacks will not be tolerated).

On **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** we will hold an election. The voters will be this class. You will need to make your case for why your party should form the next government by utilizing your platform speech and your party advertisements. *Unlike in reality*, where people can make uninformed votes, I will be asking for your self-reflections to explain *which* party you voted for and *what they did* to win your vote.

**Requirments:**

* Pamphlet {outline party campaign}
* Campaign poster
* Campaign ad {poster}
* 2 ads {30 seconds and 60 seconds}
* 2 minute campaign speech
* Works cited
* Self evaluation – this is to be completed individually

**Due Dates:**

This project will be due in stages to make sure everyone is keeping up and to make sure other groups have ample time to analyze your platforms and can make an informed vote.

DATE ONE – Your party must nominate its leader/deputy-leader by **end of class**.

DATE TWO – Your party must show outlines of commercials/print media and party platform for approval by **end of class**.

Election date:

Self evaluation

Questions? Don’t be afraid to ask!

**Mark Breakdown:**

This project will consist of three separate parts:

1) Group component /20

* Did the group complete:
  + Nominating a party leader and create a party name?
  + A party platform that addresses all **seven** issues *and* roughly matches the same ideology as your real life party equivalent?
  + **Two** commercials?
  + **Two** pieces of print media?
* This will be marked according to the *Group Component* rubric.

2) Self Reflection/Evaluation /25

* You will need to answer the following questions in **detail**. This self-evaluation is worth **50%** of the project and shows me what you actually got out of this project. Safe to say if you slovenly scribble monosyllabic responses to these questions, I will cataclysmically deface your deplorable evaluation with zeroes. Put some effort into it. Please. I beseech you. I *want* to give you marks. I really do.

|  |
| --- |
| 1) Summarize the project. |
| 2) What was your role? What did you work on? |
| 3) Which party did you vote for and why? Were their commercials/print media/social media part of that decision? Did you vote for the same party you represented during the project? |
| 4) Have your political beliefs changed since the start of this project? Did you actually believe your party’s platform? Explain. |
| 5) What mediums did you choose for your campaign? Why did you choose these mediums over another (ie. Radio over television, pamphlet over newspaper-advertisement) What groups of voters do you think these would appeal to (ie. young, middle-aged, older, wealthy, working class, etc.)? Do you think they were effective? Why or why not? |
| 6) What insight has this given you on the political process? What aspect(s) did you enjoy? Not enjoy? Why? |
| 7) Give your group a mark and explain why you gave the mark that you did. Evaluate your group members, including yourself. Give each member of the group a mark out of 10 and **why** they deserve that portion of the mark. At **least** 2-3 sentences per member. |

3) Work habits /5

* Were all components completed on time?
* Were you working during class time?
* Were you more than a warm body breathing in a seat?

**Government Election Project – Group Component**

**Group Members:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

|  |  |
| --- | --- |
|  |  |
| OVERALL IMPRESSION OF CONTENT  All the required content is completed in a clear, creative and well thought out manner. The party name and any identifying logos are prominent. Content makes reference to platform issues and the party’s position on them. |  |
| INFORMATION USED IN PLATFORM  Platform contains party’s position on the **seven** issues. Reasons for these positions and details are accurate, clear, and relevant. Links well with your party’s real-life equivalent. Positions on policies are cited from any resources (Platform PDFs, party website, other websites, etc.) **Failure to cite will mean that you have plagiarized and will receive a 0!** |  |
| COMMERCIALS  The **two** required commercials are completed. Each commercial must clearly present the party’s position on at least **one** issue, and explain why it is important. The other ad may criticize a rival party’s policy in a clear and creative way. Ads are creative, thoughtful and convey your message clearly. |  |
| PRINT ADS  The **two** required print ads are completed. The ads must clearly present the party’s position on at least **one** issue, and explain why it is important. One ad may criticize a rival party’s policy. Ads are creative, thoughtful and convey your message clearly. |  |
| SOCIAL MEDIA  The **one** piece of social media is completed. These outlets bring awareness to your party’s platform in a clear and creative manner. Demonstrates knowledge of your party’s platform and have a well-defined target audience. |  |
| Total: |  |

4 = WOW!

3 = Good job

2 = Simplistic or basic

1 = Not yet within expectations

0 = Did not complete