



As a member of Team Joe, you have to find some information about your candidate and analyze one of his campaign ads. Then, you will share your findings with the class and explain why people should vote for Joe Biden.

Here are some links to his biography, his platform and his campaign ads.

- **Biography:**

<https://www.biography.com/political-figure/joe-biden>

https://ballotpedia.org/Joe_Biden

- **Platform: his opinion on topical issues :**

<https://joebiden.com/#>

<http://2020election.procon.org/>

https://ballotpedia.org/Joe_Biden_presidential_campaign,_2020#Policy_positions

<http://2020election.procon.org/view.source-summary-chart.php>

Where does Joe stand on these important issues?

Issues

Democratic par

- **Economy**
- **Crime & Justice –**
 - Death penalty
 - Guns
- **Immigration**
- **Education**
- **Healthcare**
 - Abortion
 - Medicare for all
 - Obamacare
 - Covid 19
- **Domestic policy**
- **Foreign policy**
- **Environment**
 - Energy
 - Climate change

- LGBTQ+
- Elections

- **Campaign ads**

Choose one. Analyze and explain what the message is . Be ready to present it to the class.

- <https://www.youtube.com/watch?v=VbOU2fTg6cI>
- <https://www.youtube.com/watch?v=AcLt-VxGcFs>
- <https://www.youtube.com/watch?v=7ef8xufT-KI>
- <https://www.youtube.com/watch?v=6v4nbkHgvJ8>
- https://www.youtube.com/watch?v=yUSdf-_xmJg
- https://www.youtube.com/watch?v=1uQULz_wPIU

Nature of the video

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What's the target audience?

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Content of the video

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Message of the video

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What is the overall impression conveyed by the ad?

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Is there a slogan? What is it?

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Your opinion:

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