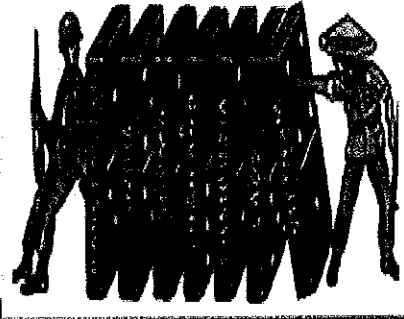
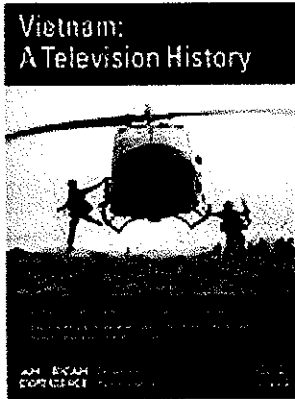


Vietnam

The Impact of the Media on Public Opinion

The Impact of Public Opinion on the Media

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Introduction

Young or old, black or white, man or woman, Democrat or Republican, one of the few things that most people will agree upon when talking about the 1960's-1970 is the world changed over the course of a decade. During these years, tensions ran high, attitudes were strong and definite, and the nation appeared divided over what was right or wrong. On the subject of the Vietnam War, everyone had an opinion.

Everyone who lived through this period had his or her own experience. In this series of activities, students will have the chance to discover living history. The students will explore the ways the media affected a generation and how a generation affected the media.

Goals

Through a series of lessons and activities, students will have an opportunity to do the following:

- Assess what they already know about Vietnam.
- Identify causes and issues that shaped that era.
- Consider the impact of the decade on individuals who experienced it.
- Think and discuss how Vietnam shaped the future of the U.S. and world.

Lesson Plan

Objectives

The students will:

1. Understand how the media affected a generation and how a generation affected the media.
2. Understand what impact the media had on public opinion during the Vietnam War.
3. Think and discuss how Vietnam shaped the future of the U.S. and world.
4. Think about and discuss how individual actions and beliefs can shape history.
5. Learn about people who played important roles in dramatic political and social events of this era.
6. Understand radically different points of view about many issues, how people
7. The powerful ways how these issues caused division in the country?
8. Understand that there are rarely absolute answers to complex issues.
9. Listen to and respectfully consider the views of others, even if you do not agree.

Lesson Procedure

1. **RESEARCH:** Each group or individual will gather information using the internet about their subject, significant names and events connected with the subject area.
2. The students can choose one of the following types of media used during the Vietnam War as a method of storing and transmitting information.
 - Television clips, video clips, posters, selections from books, art, posters, poetry, audio clips, selections from newspapers, magazines, postage stamps, songs, lyrics from songs, drama or photography.
 - They will use the computer to research their own creative form of media they would like to use would like to use to express their ideas and opinions.

Classroom Presentation

1. The students will use a form of software, web development or publisher program to present their information. Examples are not limited to power point presentations
2. The student will explain:
 - Why they choose the media subject, they selected.
 - Some of the different opinions, points of view and feelings that people had Concerning the subject you are presenting.
 - What events surrounded the issue (lead up to, happened during, happened after)?
 - What are some of the reasons that people felt and believed what they did? Is there a Connection between a people's ages, gender, family background, education, war Experience, personal experiences, upbringing, work history, etc., that might shape the way they viewed an issue?
 - What are some of the causes and effects of this issue or event?
 - How did people express their opinions surrounding this issue?

Conclusion

1. Summarize your presentation by expressing your feeling and opinions on your subject.
2. What do you think America may have learned from this information?

Scoring Rubric: Rubric I II III IV V

- 3: Accurate, appropriate, effective, complete; superior preparation evident.**
- 2: Generally accurate, appropriate, effective, complete; adequate preparation evident.**
- 1: Inaccurate, inappropriate, ineffective, incomplete; little preparation evident.**
- 0: Failed to meet minimal requirements; no preparation evident.**

I. PRE-PRESENTATION Rubric I II III IV V

- _____ Used research time wisely
- _____ Evidence of preparation

II. PRESENTATION Rubric I II III IV V

- _____ Introduction
- _____ Organization
- _____ Use of visual aids
- _____ Clarity
- _____ Focus on topic
- _____ Summary

III. CONTENT Rubric I II III IV V

- _____ Information conveyed
- _____ Accuracy of information
- _____ Use of media example
- _____ Covers topic

- _____ Fulfills requirements of assignment