

Presidential Ambition

During the era of Jacksonian Democracy, politics expanded beyond the control of propertied white men to include *all* white men, rich *and* poor alike regardless of wealth. Participation in the political life of the United States still had a long way to grow as black men could not vote until the Fifteenth Amendment was ratified in 1870 (though many were kept from exercising that right until the civil rights movement of the 1960s) while women could not vote until ratification of the Nineteenth Amendment in 1920. However, the inclusion of average white farmers and workingmen in elections was a major step towards the United States fulfilling Jefferson's vision of an American "empire of liberty." Starting in the 1820s, presidential campaigns intensified as candidates fought for votes from the newly enfranchised masses of poor men. Elections took on a greater national scope towards representing the political desires of the people, and not just those of social elites.

Task:

You are a political campaign manager. You will write a [stump speech](#) expressing your candidate's views and design a campaign poster to help your candidate win our nation's highest political office.

1. Research either independently or in a pair with *one* partner.
2. Write a two-minute stump speech (about 300 words) capturing your candidate's positions, attacking your opponent's positions, and convincing voters to elect your candidate.
 - You may either:
 - Record a video of your speech and share the link to Google Classroom, or
 - Submit a transcript of your speech to Google Classroom and deliver your speech live to the class after Mr. Phillips' return!
 - Avoid slang and write for clarity.
 - Follow [proper grammar rules](#) including proper spelling, [capitalization](#), punctuation, and sentence structure. Use a [free grammar check](#) to find errors. Grammatical errors in your final work will result in deducted points.
 - Students who submit a transcript but refuse to deliver their speech to the class will earn a maximum score of a 60% D.

3. Create a digital campaign poster.

- Use Microsoft Word or Microsoft Publisher; an online app such as [Canva](#), [Adobe Spark](#), [Postermywall](#), [Venngage](#), [Crello](#), or another tool of your choosing. Include:
 - the name of your candidate
 - an image of your candidate
 - the year of the election
 - a slogan that captures the essence of your candidate's views
 - and creativity!
- Submit a .jpeg or .pdf of your completed poster to Google Classroom.
- If you don't want to create a digital poster, you may use simple old-fashioned pen, paper, and colored pencils or marker, and turn in a physical copy of your poster making sure to have your name on the back.

4. You will have Friday, 11/08, Tuesday, 11/12, and Wednesday, 11/13 in the Media Center to work on both this AND the Reform Movement Social Media Campaign project.

- Both the speech and poster must be uploaded to the proper Google Drive folder no later than the start of class on Monday, 11/18.

The campaigns:

1816: Monroe/Tompkins
(Democratic-Republican)

1816: King/Howard (Federalist)

1824: Adams/Calhoun
(Democratic-Republican)

1824: Jackson/Calhoun
(Democratic-Republican)

1824: Crawford/Macon
(Democratic-Republican)

1824: Clay/Sanford
(Democratic-Republican)

1828: Jackson/Calhoun (Democratic)

1828: Adams/Rush (National Republican)

1832: Jackson/Van Buren (Democratic)

1832: Clay/Sergeant
(National Republican)

1836: Van Buren/Johnson (Democratic)

1836: Harrison/Granger (Whig)

1840: Harrison/Tyler (Whig)

1840: Van Buren (Democratic)

1844: Polk/Dallas (Democratic)

1844: Clay/Frelinghuysen (Whig)

1848: Taylor/Fillmore (Whig)

1848: Cass/Butler (Democratic)

1848: Van Buren/Adams (Free Soil)