WHY ARE SYMBOLS IMPORTANT IN POLITICAL CAMPAIGNS?

(MATERIAL FOR SEXTO BÁSICO-6TH GRADE)

LEARNING OBJECTIVE:

Describe symbolic elements of the "NO" campaign during the recovery of democracy and their relation to Patricio Aylwin.

EXPECTED RESULTS:

- Identify symbolic elements of the democracy recovery campaign.
- Discriminate propaganda written during the democracy recovery process.
- Plan an electoral proposal.

INSTRUCTIONS FOR TEACHERS:

- To carry out this activity it is necessary to have prior knowledge about the breakdown of democracy and the information broadcast elements during the dictatorship process.
- The activity is designed to take place before, during and after the museum visit and can be done in small groups.
- This work may be framed within an integrated unit with another subject, such as language
- and communication
- Learning objective (Objetivo de aprendizaje - OA in Spanish): OA 8, as stated in the curriculum for 6° básico-6th grade History, Geography, and Social Studies.
- Skill: historical interpretation, analysis and work with sources.

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ACTIVITY BEFORE THE VISIT: THE RECOVERY OF DEMOCRACY

NAME: _____

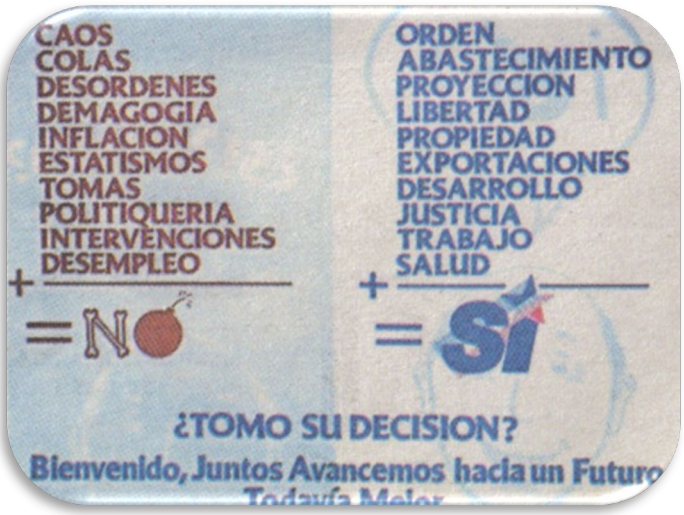
GRADE: _____

DATE: _____

INSTRUCTIONS:

Look at the following images, discuss them with your classmates and then write an opinion about the information provided. Use the questions as a guide.





Questions:

1. What is the message of the SI (YES) campaign and what is the message of the “NO” campaign? Why do you think these messages were presented in the campaigns?

2. Do you think the way the ideas were presented was correct? Why?

3. What would you have changed about the election campaigns of the time?

ACTIVITY DURING THE VISIT: GANA LA GENTE

NAME: _____

GRADE: _____

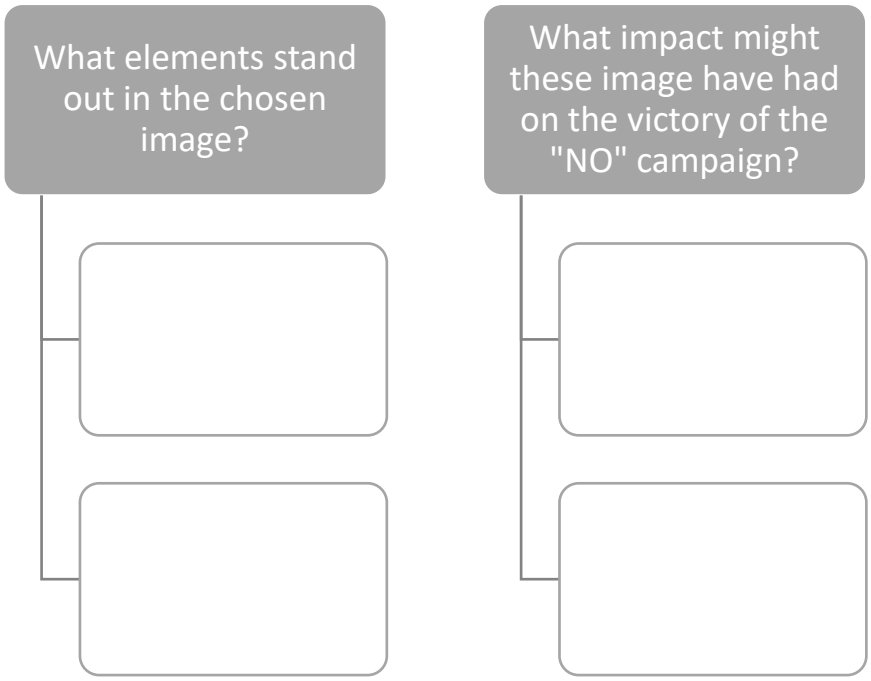
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INSTRUCTIONS:

During the visit to the museum office, go to the display case located in room 1. Observe the display case of the propaganda used in the “NO” campaign of 1988 and the 1989 presidential elections.

1. Draw two elements that caught your attention from those exhibited in the display case you observed:

2. From the images observed, choose one and complete the following diagram:



3. What element of Patricio Aylwin's presidential campaign caught your attention? Why?

ACTIVITY AFTER THE VISIT: MY ELECTION CAMPAIGN

NAME: _____

GRADE: _____

DATE: _____

INSTRUCTIONS:

Now is your turn. Think about what information you would provide to the people if you were a presidential candidate in Chile. To create your campaign, complete the following table, which will serve as your base.

Name of the candidate	
Main ideas of the campaign	
What do I offer that the other candidates do not have?	
What can I commit to in order to improve the lives of Chileans?	

EVALUATION GUIDELINE

The following are the evaluation criteria that will guide your responses. Remember to review them each time you answer a question.

Criteria	Description
Symbols present in the process of recovering democracy	Describe, analyze, and differentiate symbolic elements present during the recovery of democracy, the “NO” campaign, and the presidential elections of Patricio Aylwin's period.
Use of historical sources	Identify, use, and reflect coherently on the historical sources presented during the development of the didactic sequence on the symbols present in the election campaigns.