

SS.7.C.2.9

Evaluate candidates for political office by analyzing their qualifications, experience, issue-based platforms, debates and political ads.

Also Assesses

SS.7.C.2.7 - Conduct a mock election to demonstrate the voting process and its impact on a school, community or local level.

SS.7.C.2.9 Benchmark Clarification 3: Students will be able to analyze and/or evaluate the qualifications of candidates for public office based on their experience, platforms, debates and political advertisements.

During an election, **candidates** who are running for public office often create political advertisements and commercials to appeal to voters. Voters should consider several things when deciding who to vote for.

A voter may want to consider a candidate's previous experience. People who are elected to public office may have served in some other elected or appointed position, or they may have a special background that would help them do their job. For example, many elected Congressmen/Congresswomen and Senators actively participate in their communities, have been a lawyer or a judge, are college graduates, and may have served in local government before running for state or federal office.

A voter may want to consider a **candidate's platform** – the set of ideas and beliefs that a candidate has on certain issues. These ideas might include education, religion, health care, government spending, taxes, and foreign policy.

A voter may want to watch a political debate before the election. Presidential and vice-presidential candidate debates are always shown on national television.

A voter may want to consider political advertisements in magazines and newspapers, and on television, radio, and websites. Candidates use these advertisements to appeal to voters and to say why they are the best choice. Sometimes candidates use negative advertisements to make their opponents look bad.

candidate - a person running for political office

candidate's platform - a written statement of the goals of a candidate



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