

Critical analysis of viewpoints and advertisement campaigns

Overview: Advertisements play a major role when supporting a viewpoint. Large advertising campaigns are created with the intention of influencing citizens to support different viewpoints that drastically affect the foundation of challenging social constructs. In this lesson students will be asked to read newspaper articles outlining the opposing viewpoints of gun regulation in the United States of America. After reading these articles students will be asked to answer (in small groups) discussion questions relating to the articles. These questions have been created to challenge students to critically analyze how gun registry laws in the USA are impacting devastating tragedies throughout the nation.

After completing the discussion questions, students will be asked to examine many different gun related advertisements critically assessing what message these advertisements are trying to convey to their viewers. The intention of these advertisements is to show a correlation between political ideologies and their link to advertising.

An additional article provided examines the possibility of teachers becoming trained practitioners in gun use and gun safety. This would allow them to carry a weapon while teaching, only to be used in case of violent emergencies. Students will be asked to discuss the risks that this article may present to schools.

Discussion questions

Gun Control Measures Article

- 1- In accordance to the new gun related bills what are the restrictions/conditions of this bill when purchasing a weapon?
- 2- Which side of this bill is each political party on?
- 3- At the risk of losing an ammunitions manufacturer and many people losing their jobs the Democratic Party “amended the magazine-limit bill to allow the company to continue to sell the magazines for out-of-state use.”

Do you view this as a hypocritical response by the Democratic Party? Explain.

What affect could this have in other states within the USA?

4- Do you think these newly proposed gun measures would prevent future gun related tragedies? Explain.

NRA Response to Gun Control Proposal

1-What are the NRA’S views on the proposed gun bill created in Colorado?

2- According to the NRA, it is not the gun itself that is to blame for the devastation gun related tragedies have caused in the U.S.A, but rather the responsibility of the person using the weapon.

Keene says “You can't sue them (the manufacturers and sellers of guns) because someone bought a legal product and then did something wrong with it.”

Do you agree with Keene’s statement? Should the manufactures of weapons be responsible for their products? Explain your answer.

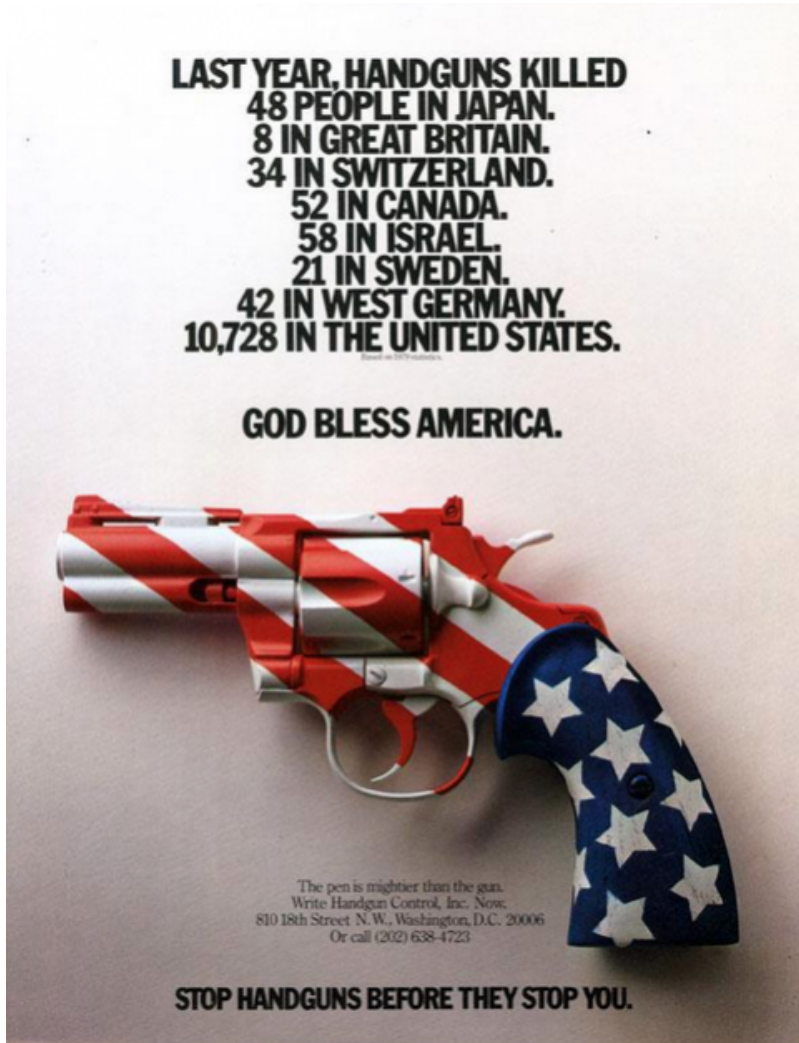
3- how do you explain the sales spike of purchased firearms after these gun related tragedies have occurred?

4- even if there is a stricter gun registry permits does the sale of more weapons create a safer society? What might be some of the risks that might occur if more people own firearms?

For Group Discussion

Examine the following advertisements.

- 1- Do these advertisements support the political ideologies of each political parties view?
- 2- Describe the message each advertisement portraying? What arguments are they making?




morning joe

msnbc


NRA AD







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ENDO GUN BLOG



**ALL WEAPONS
ARE PROHIBITED
ON THESE
PREMISES**



**STAFF HEAVILY ARMED
ANY ATTEMPT TO
HARM KIDS
WILL BE MET WITH
DEADLY FORCE**