

Julius Caesar Campaign Project

IMAGINE YOU ARE THE CAMPAIGN TEAM FOR YOUR ASSIGNED CHARACTER'S RACE FOR "PRESIDENT" OF THE ROMAN EMPIRE. IT IS YOUR JOB TO CREATE AN EFFECTIVE CAMPAIGN THAT ADVOCATES FOR YOUR CANDIDATE (AND AGAINST HIS OPPONENTS).

YOU ARE RESPONSIBLE FOR BRAINSTORMING AND PRODUCING THE FOLLOWING CAMPAIGN COMPONENTS IN SMALL GROUPS:

- ONE-PAGE CANDIDATE PROFILE (40 POINTS)
- CAMPAIGN POSTER (40 POINTS)
- POSITIVE CAMPAIGN COMMERCIAL + ANALYSIS (40 POINTS)*
- NEGATIVE CAMPAIGN COMMERCIAL + ANALYSIS (40 POINTS)*

*PARTS ONE AND TWO WILL BE DONE BY THE LARGER GROUP AS A WHOLE. PARTS 3 AND 4 WILL BE SPLIT BETWEEN MEMBERS OF EACH GROUP SO THAT EVERY STUDENT WORKS ON ONE COMMERCIAL ONLY.

One-Page Candidate Profile:

- catchy campaign slogan
- a political platform/ the issue most important to him
- a list of his strongest leadership qualities
- specific evidence (i.e. a quote) from the play showing the character's leadership abilities
- a quick list of reasons why the other three candidates aren't good for the job

JULIUS CAESAR

2018 Rome Presidential Candidate

BEST LEADERSHIP QUALITIES

- Well liked
- Persuasive
- Good Reputation
- Brave
- Loyal to Rome's People
- Advocate for the Plebeian Class



I'M THE BEST LEADER

"Cowards die many times before their deaths; The valiant never taste death but once," (p. 859).



PLATFORMS

Supports the Plebeian Class, Jobs for All, Sharing the Wealth, Keeping Patricians Satisfied, and Making Rome Great Again!

Antony, Cassius, and Brutus all won't fulfill Rome's needs like me.



Caesar's the best leader... so take a breather and VOTE 4 Caesar

MARK ANTONY

MAKE A MARK, VOTE ANTONY



LEADERSHIP

Antony is very loyal to Rome and its people. He is very honest and would never lie to the people of Rome. Lastly, he is a very dedicated to anything he feels strong about which is Rome and its people.

EVIDENCE

1. Antony demonstrates his strong public speaking skills in his speech at Caesar's funeral. He is able to win the Roman people against the conspirators (Act II, Scene II).
2. His loyalty to Rome is evident in his actions in making himself a general, and in his role as the Caesar's deputy. His willingness to fight for Rome is evident in his actions.
3. Antony is willing to risk his own life to help in the assassination of Caesar, which shows his dedication to Rome and its people.



OPPONENTS

Cassius is against Antony because he would turn the citizens into slaves. Cassius is all the things he does have: officer, military, incredibly selfish. Brutus makes respectable decisions, does not listen to anyone else's ideas.

QUALITIES

Mark Antony is known for his strong loyalty and dedication to Rome. He is a very honest and would never lie to the people of Rome. Lastly, he is a very dedicated to anything he feels strong about which is Rome and its people.

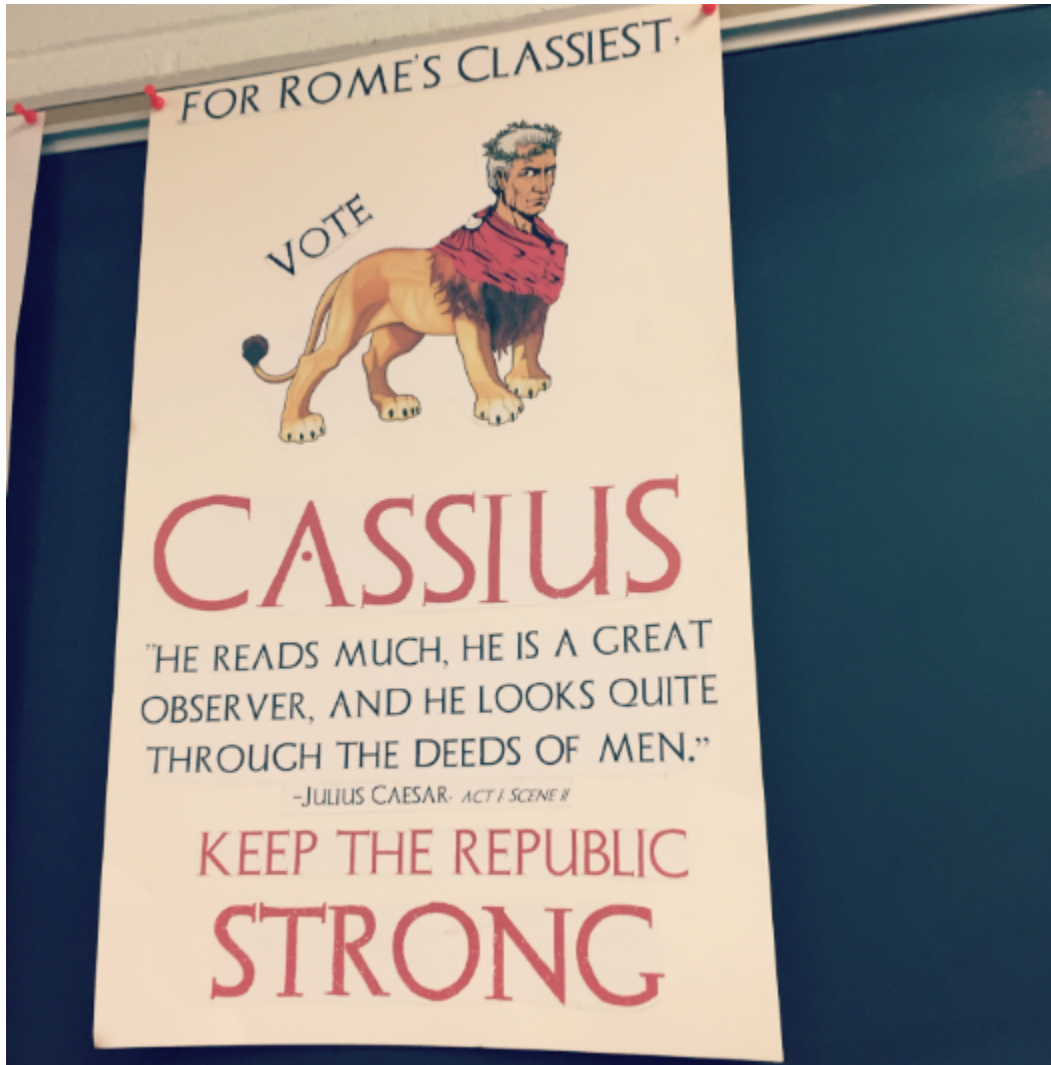


PLATFORM

Antony's platform is to support the plebeian class and to make Rome a great place to live. He will support the plebeian class and will make sure that they are treated fairly. He will also support the plebeian class and will make sure that they are treated fairly.

Campaign Poster:

- The Campaign Poster must have a photo of the candidate, the slogan, and a quote from the play that communicates the candidate's political philosophy/goals for Rome. It is also scored based on neatness and creativity.



https://www.huffpost.com/entry/presidential-campaign-posters_n_569e635fe4b0cd99679b6001