Appreciative credit for this document to High School Educator and C-SPAN Classroom Community Member Allison Cecil

TEACHER NOTE: to use this resource in your classroom - click 'file' and then click 'make a copy' to create your own Google Doc version to edit as needed and share with your students.

C-SPAN's "Ceasefire"
Communication Analysis Framework: Rhetorical Strategy

Introduction: *C-SPAN's "Ceasefire" series gives students opportunities to examine how disagreement functions in democratic life through authentic public conversations involving elected officials, journalists, policy experts, and other civic figures. Unlike many political programs built around confrontation or quick reactions, "Ceasefire" slows discussion down and creates space for questioning, explanation, clarification, and thoughtful disagreement.*

Essential Questions:

- How does tone influence political communication?
- How do media formats shape public discussion?
- What communication strategies encourage productive disagreement?
- How does framing shape audience understanding?
- How does audience awareness influence political behavior?

Definition: "Rhetorical strategy" is defined as **a communication technique used to persuade, influence, or connect with audiences**.

Directions: *Watch 5-10 minutes of a C-SPAN "Ceasefire" episode of your choosing or one assigned to you by your teacher. Then, complete the following chart.*

Rhetorical Strategy Techniques	Examples from the C-SPAN "Ceasefire" Clip
Emotional Appeals	
Statistics	
Anecdotes	

Bipartisan language	
Contrast	
Repetition	

Reflection: *Considering what you saw and heard in the C-SPAN "Ceasefire" clip, respond to the questions that follow in the box below. Prepare to present your reflections to the class.*

- What communication strategies are being used?
- Why might a speaker choose this approach?
- Which strategies appear most effective?