

Deconstruct Political Campaign Billboard

Deconstructing Political Ad/Billboard



Above is an image of a billboard I photographed in Columbia SC in December 2015.

Here are a number of questions one can ask about this message:

1. Who sponsored/or paid for this message?

A: National Nurses United ([a Super PAC](#))

Going to the [NNU website](#), one can easily find an article on why NNU endorsed Sanders

2. Who is the audience for this message?

A: College students (the billboard is close to a college campus); Anyone with a college loan

3. Why does the message use only the first name of the candidate?

A: The sponsors are confident the audience will know that BERNIE is [Bernie Sanders](#), a democratic senator from Vermont who's running for President.

4. What does the date February 27 refer to?

A. Since the billboard is in South Carolina, the date refers to the date of the Democratic Primary in the

state, in which voters express their preference between Bernie Sanders in other democrats on the ballot.

5. Thinking About The Image: What does that mean?

A: Look at the expression on the face of the student: what might that communicate; what does the dollar sign hanging from his graduation cap signify?

6. What does “Politics As Usual Won’t End Student Debt” mean?

A: Students could be tasked with researching what issues are paramount with students who have taken out loans for higher education. What does “politics as usual” mean? What has Bernie Sanders said or done that communicates he will do something about student loans?

Other questions:

How much does this billboard cost?

How many vehicles are expected to pass by this location each day?

Is billboard advertising effective? Why or why not?

[Another billboard](#) from NNU in South Carolina

