Political Ad Analyzing Worksheet

Political Ad Analysis Worksheet

WHFRF

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Teachers: Have your students view a campaign commercial first with no instruction. Next, distribute this page as a handout.

Assign different students one of the columns; play the ad again. Have each student report and share their observations.

the ad was seen/heard the ad aired: if who is list party, radio) Ad #1 Ad #2 Ad #3 Types of Political ads: Negative — One candidate portrays the other in an unfavorable ligh warm and Fuzzy — Candidates make the viewer feel good about the country or his/her campaign. Biography & Vision: emphasize the candidate's life or "vision" for America Humorous — Candidates elicit a laugh or smile from the viewer. Scary — Candidates evoke images of fear (usually combined with a Negative ad) Advocacy- advocates for/against a certain position(s) on an issue/person Trust: seek to convince voters that the candidate is someone they can trust to lead them during challenging times Techniques: Appeals to fear/prejudice; bandwagon; card stacking; fancy figures; flattery/insincerity; glittering generality; image transfer; loaded words; name calling; negativity; inferences as facts; quotes out of context; repetition; rumor mongering; warm and fuzzy image; catchy words/phrases			WHEKE								
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