

Shaping Opinion Through Political Ads

Go to: www.Livingroomcandidate.org

Directions: You and a partner will choose an election year from 1952 - 2016. For that election year watch all of the ads for all candidates, then answer the following questions.

Candidates for President and political party.

- 1) _____
- 2) _____
- 3) _____

For the Democratic and Republican candidates, watch between three to five ads. Choose two ads that you think are the most effective and analyze below.

Democratic Ad #1 Name: _____

- 1) What are three tone words that describe the ad?

- 2) What is the purpose of the ad - inform, persuade, attack another? Assess its effectiveness.

- 3) What stood out to you about the ad that made you chose it? Explain.

Democratic Ad #2 Name: _____

- 1) What are three tone words that describe the ad?

- 2) What is the purpose of the ad - inform, persuade, attack another? Assess its effectiveness.

- 3) What stood out to you about the ad that made you chose it? Explain.

Republican Ad #1 Name: _____

- 1) What are three tone words that describe the ad?

- 2) What is the purpose of the ad - inform, persuade, attack another? Assess its effectiveness.

- 3) What stood out to you about the ad that made you chose it? Explain.

Republican Ad #2 Name: _____

1) What are three tone words that describe the ad?

2) What is the purpose of the ad - inform, persuade, attack another? Assess its effectiveness.

3) What stood out to you about the ad that made you chose it? Explain.

Overall which candidate do you think had the most effective ads? Explain.

What types of ads did each candidate use most often? (attack, praise, condemn)

Candidate #1 _____

Candidate #2 _____

Which tones did you find to be the most persuasive? Why?

Compare the ads for your election year to political ads today. How were ads different for your year than they are today if at all. Be specific and give examples.

We are going to attempt to show one political ad from each election year. With your partner choose one ad that you like the most for it's shock value, effectiveness, ineffectiveness, or just overall entertainment. Why did you chose this ad for the class to see?