

Advertising: Politics

Political Campaign Ad Resources

Timeliest resources here: [media/politics](#) (includes recommended books, videos and other resources for the classroom)

Articles, lesson plans, and links on political advertising analysis

For South Carolina educators: what follows is an original lesson plan on political advertising as it relates to the most recent SC Governor's race and the use of negative campaign advertising. The format for the lesson plan is endorsed by the Harvard Graduate School of Education and submitted for inclusion in the compendium from the 6th annual [Media & American Democracy Institute](#). Click [here](#) for the lesson.

- [American Museum of the Moving Image: Living Room Candidate: A History of Presidential Campaign Advertising \(1952-2000\)](#)
- Lesson Plan: [Analyzing Political TV Spot Ads](#)
- [Breaking Down The Debates](#)
- [Campaign & Elections Magazine](#)
- [Historical Look at Campaign Commercials](#) (streaming video ads)
- [Images of American Political History](#)
- [The Incredible Shrinking Soundbite \(1968-1996\)](#) (graphic)
- Lesson Plan: [Do The Media Affect the Democratic Process?](#)
- [Media/Political Bias](#)
- [Packaging The Presidency](#) (book review)
- [Political Ad Spending \(1970-2002\)](#)
- [Political Advertising Lesson Plan](#)
- [Political Commercial Archives](#)

- [Political TV Advertisements](#) (HRW Elements of Language)
- [Politics on TV](#)
- [Selling Candidates \(Campaign Advertising\)](#)
- [Selling of A Candidate: Political Advertising at its Worst & Best](#)
- [Television and the Presidency](#)
- [TV & The Presidency: Communicating The Presidency](#)
- [The 30 second candidate](#) (PBS)
- [Types of Ads](#)– Project Vote Smart
- [View Smart to Vote Smart](#) (curriculum, requires Adobe)
- [Wisconsin Advertising Project](#)