

Political Ad Analyzing Worksheet

Political Ad Analysis Worksheet

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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.

	WHERE the ad was seen/heard (social media, TV, radio)	WHEN the ad aired: if broadcast	AUDIENCE/ DEMOGRAPHIC who is targeted	TYPE see list below	SPONSOR candidate, party, Super PAC	IMAGES* see list below	SOUNDS* see list below	TECHNIQUES (listed below)
Ad #1								
Ad #2								
Ad #3								
<p>Types of Political ads :</p> <p>Negative – One candidate portrays the other in an unfavorable light</p> <p>Warm and Fuzzy – Candidates make the viewer feel good about the country or his/her campaign.</p> <p>Biography & Vision: emphasize the candidate’s life or “vision” for America</p> <p>Humorous – Candidates elicit a laugh or smile from the viewer.</p> <p>Scary – Candidates evoke images of fear (usually combined with a Negative ad)</p> <p>Advocacy- advocates for/against a certain position(s) on an issue/person</p> <p>Trust: seek to convince voters that the candidate is someone they can trust to lead them during challenging times</p>						<p>* Things to pay attention to:</p> <p>Colors</p> <p>Superimposed Words</p> <p>Props Code</p> <p>Words</p> <p>People Music</p> <p>Symbols Clothing</p>		
<p>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</p>								