



Analyzing Political Ads

analyze = break a thing into parts to understand it better

campaign = a strategy or plan for winning

Are you fighting a war? Is your team trying to qualify for the SuperBowl or World Cup? Do you want lots of people to buy something you made? Would you like to be elected President?

The best way to win at anything is to have a good **campaign** plan. You don't sit and wait for something to happen. You decide what you can do to win- and then you do it!



Why do you think having a plan helps armies win? Give 2 reasons. _____



Think about the last election. List 3 things the candidates did to make voters want to elect them: 1) _____ 2) _____ 3) _____

One way candidates try to get attention is by making ads to put on television, radio, or the internet. Describe an ad you have seen on television or the internet. (It can be an ad for anything!) Write 3 sentences. _____



We will **analyze** 2 political ads. Watch the first ad **HERE**.

- 1) What is the name of the candidate who made this ad? _____
- 2) In what year was this ad made? _____
- 3) Who was the candidate's opponent (person running against him/her)? _____
- 4) Does the ad have music? _____ What is the mood of the music? _____
- 5) Describe 3 of the images the ad uses: a) _____
b) _____ c) _____
- 4) What are the main colors in the images? _____
- 5) How do the images make you feel? _____ Why? _____
- 6) Describe the narrator's (talker's) voice. _____ How does the voice make you feel? _____ Why? _____
- 7) What do you learn about the candidate from this ad? Tell 3 things. _____

- 8) Would this ad make you vote for the candidate? _____ Why? Give 2 reasons.
a) _____ b) _____

VOTE

Watch the second ad **HERE**.

- 1) What is the name of the candidate who made this ad? _____
- 2) In what year was this ad made? _____
- 3) Who was the candidate's opponent (person running against him/her)? _____
- 4) Does the ad have music? _____ What is the mood of the music? _____
- 5) Describe 3 of the images the ad uses: a) _____
b) _____ c) _____
- 4) What are the main colors in the images? _____
- 5) How do the images make you feel? _____ Why? _____
- 6) Describe the narrator's (talker's) voice. _____ How does the voice make you feel? _____ Why? _____
- 7) What do you learn about the candidate from this ad? Tell 3 things. _____

- 8) Would this ad make you vote for the candidate? _____ Why? Give 2 reasons.
a) _____ b) _____

Compare the ads.

- Which candidate's ad did you like more? _____ Why? Give 2 reasons.
a) _____ b) _____
- Which ad will make more voters vote for that candidate? _____ Why?
Give 2 reasons. a) _____ b) _____
- Who would you vote for? _____ Why? Give 2 reasons. _____

Go **HERE**. Pick an ad. Analyze it.

- 1) What is the name of the candidate who made this ad? _____
- 2) In what year was this ad made? _____
- 3) Who was the candidate's opponent (person running against him/her)? _____
- 4) Does the ad have music? _____ What is the mood of the music? _____
- 5) Describe 3 of the images the ad uses: a) _____
b) _____ c) _____
- 4) What are the main colors in the images? _____
- 5) How do the images make you feel? _____ Why? _____
- 6) Describe the narrator's (talker's) voice. _____ How does the voice make you feel? _____ Why? _____
- 7) What do you learn about the candidate from this ad? Tell 3 things. _____

- 8) Would this ad make you vote for the candidate? _____ Why? Give 2 reasons.
a) _____ b) _____