



# 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) \_\_\_\_\_





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. \_\_\_\_\_
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- 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? \_\_\_\_\_
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  - 7) What do you learn about the candidate from this ad? Tell 3 things. \_\_\_\_\_
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- 8) Would this ad make you vote for the candidate? \_\_\_\_ Why? Give 2 reasons.  
a) \_\_\_\_\_ b) \_\_\_\_\_