**Name:**

**Date:**

**School:**

**Facilitator:**

8.04 Political Campaign Ads

**I. Political Campaign Ads**

Directions: Go to the [Living Room Candidate](http://www.livingroomcandidate.org/) website. Answer the questions to analyze political ads. The

**List of ads**

Under the title Type of Commercial; the following ad will be found under Fear.

**1**. Analyze the ad “Peace Little Girl (Daisy)”.

* What is the recurring theme in this ad? Explain your answer.
* What emotion do you feel when watching this ad? Explain your answer.
* Does the ad contain any subtle criticisms at the opponent? Explain your answer.
* Which of the following demographics were targeted by the ad? Women, age groups, men, specific races and/or religious groups? Explain your reasoning.
* Would this ad make you more likely/less likely to vote for the supporting candidate?

Under the type of commercial; the following ad will be found under Fear.

**2**. Analyze the ad “Bear”

* What is the recurring theme in this ad? Explain your answer.
* What emotion do you feel when watching this ad? Explain your answer.
* Does the ad contain any subtle criticisms at the opponent? Explain your answer.
* Which of the following demographics were targeted by the ad? Women, age groups, men, specific races and/or religious groups? Explain your reasoning.
* Would this ad make you more likely/less likely to vote for the supporting candidate?

Under the title Issue; the following ad will be found under Civil Rights.

**3**. Analyze the ad “Willie Horton”.

* What is the recurring theme in this ad? Explain your answer.
* What emotion do you feel when watching this ad? Explain your answer.
* Does the ad contain any subtle criticisms at the opponent? Explain your answer.
* Which of the following demographics were targeted by the ad? Women, age groups, men, specific races and/or religious groups? Explain your reasoning.
* Would this ad make you more likely/less likely to vote for the supporting candidate?

Under the title Curator’s choice

**4**. Analyze the ad “Tank”

* What is the recurring theme in this ad? Explain your answer.
* What emotion do you feel when watching this ad? Explain your answer.
* Does the ad contain any subtle criticisms at the opponent? Explain your answer.
* Which of the following demographics were targeted by the ad? Women, age groups, men, specific races and/or religious groups? Explain your reasoning.
* Would this ad make you more likely/less likely to vote for the supporting candidate?

Under the title Election Year go to the year 2004.

**5**. Analyze the ad “Whatever it Takes” by President Bush.

* What is the recurring theme in this ad? Explain your answer.
* What emotion do you feel when watching this ad? Explain your answer.
* Does the ad contain any subtle criticisms at the opponent? Explain your answer.
* Which of the following demographics were targeted by the ad? Women, age groups, men, specific races and/or religious groups? Explain your reasoning.
* Would this ad make you more likely/less likely to vote for the supporting candidate?

Under the title Type of Commercial; the following ad will be found under Backfire.

**6**. Analyze the ad “Windsurfing”.

* What is the recurring theme in this ad? Explain your answer.
* What emotion do you feel when watching this ad? Explain your answer.
* Does the ad contain any subtle criticisms at the opponent? Explain your answer.
* Which of the following demographics were targeted by the ad? Women, age groups, men, specific races and/or religious groups? Explain your reasoning.
* Would this ad make you more likely/less likely to vote for the supporting candidate?

Under the title Election Year go to the year 2008.

**7**. Analyze the ads “Yes We Can” for Barack Obama and “Obama Love 10” by John McCain.

“Yes We Can”

* What is the recurring theme in this ad? Explain your answer.
* What emotion do you feel when watching this ad? Explain your answer.
* Does the ad contain any subtle criticisms at the opponent? Explain your answer.
* Which of the following demographics were targeted by the ad? Women, age groups, men, specific races and/or religious groups? Explain your reasoning.
* Would this ad make you more likely/less likely to vote for the supporting candidate?

**8**. “Obama Love 10”

* What is the recurring theme in this ad? Explain your answer.
* What emotion do you feel when watching this ad? Explain your answer.
* Does the ad contain any subtle criticisms at the opponent? Explain your answer.
* Which of the following demographics were targeted by the ad? Women, age groups, men, specific races and/or religious groups? Explain your reasoning.
* Would this ad make you more likely/less likely to vote for the supporting candidate?

**II. 2012 Campaign Commercials**

Select one commercial used by the Romney campaign and one commercial used by the Obama campaign from the 2012 election year.

|  |  |  |
| --- | --- | --- |
|  | Romney ad: | Obama ad: |
| 1. What is the title and theme of the ad you chose?
 |  |  |
| 1. What emotion does the ad evoke?
 |  |  |
| 1. Does the ad contain any subtle criticisms of the opponent? Explain your answer.
 |  |  |
| 1. What specific demographic groups were targeted by the ad? Explain your reasoning.
 |  |  |
| 1. Would this ad make you more or less likely to vote for this candidate? Explain why.
 |  |  |