

Campaign Ad Review

There are four major types of ads:

- Negative:** Tries to make the other candidate look bad
- Warm and fuzzy:** Makes the viewer have positive feelings for the candidate or brings about patriotic feelings
- Humorous:** Makes one laugh or smile
- Scary:** Puts things in a negative light and elicits fear in the viewer

Which is the most common? Least? Why do you think this is true?

Gather two presidential campaign ads. They can be from the same candidate or from two different candidates. Classify the ad and answer the following

CAMPAIGN AD #1

Candidate's Name _____

Political party _____

Type of ad _____

What specific issue does this ad address? _____

What facts does it give about this issue? _____

What opinions does it give about this issue? _____

Did you learn anything from this ad? Y N If so, what? _____

Do you think that this ad will help or hurt the candidate? _____

Explain your answer: _____

Does this ad make you want to vote for this candidate? _____ Explain _____
