



Lights, Camera, Politics: Create Your Own Political Presidential Ad

Historical Presidential Advertisement Worksheet

Step 1: Choose a biographical/positive ad that you find compelling.

1. Who were the candidates in this ad? Which candidate is supported by this ad?

2. How would you describe the visual images in this ad? Think about subject matter, color, style of photography, etc. Does this ad seem to focus on a particular image or repeat a certain image? If so, what is the effect of this visual technique?

3. Does this ad contain music? If so, is it instrumental or does it have lyrics? What is the impact of the music?

4. How would you describe the tone of the narrator's voice? What impact does this have on the message of the ad?

5. Overall, what have you learned about the candidate who is supported by this ad?

6. Would this ad persuade you to vote for this candidate? Why?

Step 2: Choose an attack/negative ad that you find compelling.

1. Who were the candidates in this ad? Which candidate is being attacked in this ad?

2. How would you describe the visual images in this ad? Think about subject matter, color, style of photography, etc. Does this ad seem to focus on a particular image or repeat a certain image? If so, what is the effect of this visual technique?

3. Does this ad contain music? If so, is it instrumental or does it have lyrics? What is the impact of the music?

4. How would you describe the tone of the narrator's voice? What impact does this have on the message of the ad?

5. Overall, what have you learned about the opponent in this election? Do you believe the charges that the candidate made about him/her?

6. Would this ad possibly make you think negatively about the candidate, rather than his/her opponent?

7. Would this ad persuade you to vote for this candidate? Why?

8. Which type of advertisement was the most persuasive? Why?