

Chapter 10 ~ Analyzing Political Campaign Commercials

Name _____ Date _____ Period _____

Criteria: All students will analyze one campaign commercial and present their analysis to the class.

Procedure:

1. Choose which type of commercial you are going to analyze
*Repetition *Syntax *Positive Words *Negative Words
phrases
2. Scroll through the commercials found at www.livingroomcandidate.org to find a commercial that supports your analysis.
3. Note the following:
 - a. title of commercial as shown in thumbnails
 - b. Candidate making the commercial along with name of their political party
 - c. Year commercial aired (if known)
4. When you present in class please follow this format:
 - a. Announce which type of commercial you are analyzing and define the term for your classmates
 - b. Give your classmates any background information you have about the commercial (candidate/party/year/etc.)
 - c. Show the commercial
 - d. Explain how this commercial portrays either repetition, syntax, positive words, or negative words by stating specific examples from the commercial
 - e. Summarize your analysis by stating whether the commercial was successful or unsuccessful due to the type of format used

You will have plenty of time in class to complete this assignment. Use your class time wisely. There are numerous commercials to browse. Be sure to choose one that you can speak confidently on. Be picky!!!

This assignment will be due _____ .



Name _____ Date _____ Period _____

Each of you will be analyzing a political advertisement of your choice. Please log on to www.livingroomcandidate.org. You need to type the address exactly or it will not work. There are hundreds of political campaign ads on this website. Browse through a few and then find one you would like to analyze.

Name of the Campaign Advertisement = _____

Name of Candidate = _____

1. Does the candidate appear in the ad? If so, what is he or she doing?

2. Do any other people appear in the ad with the candidate? If so what is their part in the ad?

3. What did you learn about the candidate's stand on issues?

4. What did you learn about the candidate's qualifications for public office?

5. Did the candidate try to influence your opinion of his or her opponent?
If so, in what way?

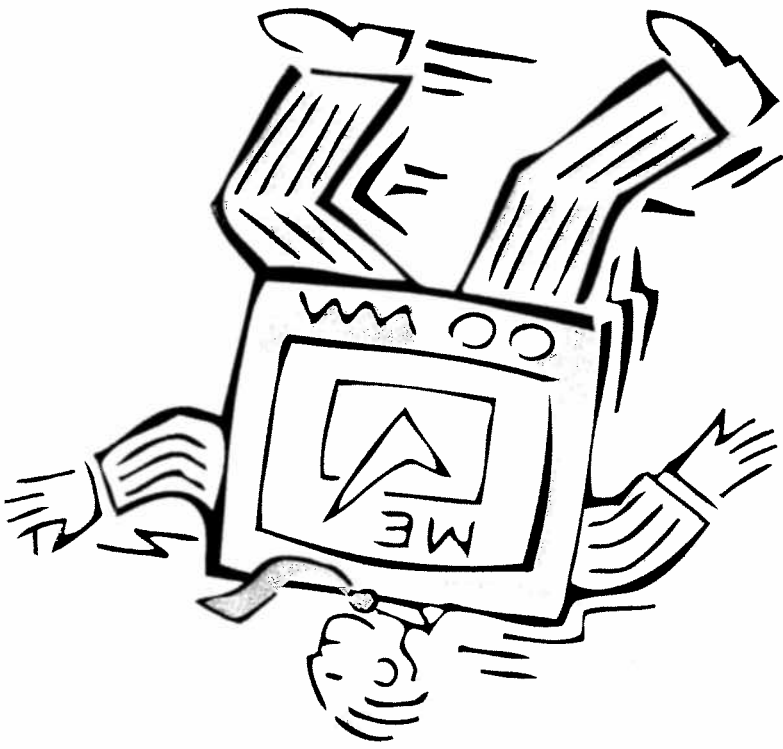
6. Were music or sound effects important to the overall impression of the ad? Explain.

7. Does the ad use any special slogans to get the candidate's message across?
If so, describe...

8. What group of people did the makers of this ad want to appeal to? For example, was this ad aimed at all voters, younger voters, women, senior citizens? How do you know this?

9. What impression did you have of the candidate from viewing this ad?

10. Do you think this is the impression the candidate wanted you to have? Explain



Be Ad Smart

Civics ~~ Chapter Ten

Name _____ Date _____ Period _____

ANALYZING POLITICAL CAMPAIGN ADS RUBRIC:

This form is designed to evaluate your skills analyzing political television campaign ads.

1 = Weak 2 = Moderately Weak 3 = Average 4 = Moderately Strong 5 = Strong

- | | | | | | |
|--|---|---|---|---|---|
| 1. The student gave the title of the commercial they analyzed | 1 | 2 | 3 | 4 | 5 |
| 2. The student stated name of candidate commercial is about | 1 | 2 | 3 | 4 | 5 |
| 3. The student stated name of political party tied to commercial | 1 | 2 | 3 | 4 | 5 |
| 4. The student stated which type of commercial they analyzed | 1 | 2 | 3 | 4 | 5 |

Repetition

Syntax

Positive Words

Negative Words

- | | | | | | |
|---|---|---|---|---|---|
| The student defined the word they used to analyze the commercial | 1 | 2 | 3 | 4 | 5 |
| 6. The student showed the commercial to the class | 1 | 2 | 3 | 4 | 5 |
| 7. The student explained how their term was used in the commercial | 1 | 2 | 3 | 4 | 5 |
| 8. The student used specific examples from the commercial | 1 | 2 | 3 | 4 | 5 |
| 9. The student gave a summary of the effectiveness of the commercial based on the term they were analyzing | 1 | 2 | 3 | 4 | 5 |
| 10. Overall evaluation of commercial demonstrates student's potential applying their term to their analysis | 1 | 2 | 3 | 4 | 5 |

Comments:

Student Score = _____

Letter Grade = _____

