

Presidential Campaign Commercials

Unit 4b Online Assignment #2

What Makes An Effective Ad?

Political ads can communicate, persuade, and even entertain. A 30-second ad can be an effective tool for convincing voters to support a candidate. Ads can target general or specific audiences, and they can be effective or ineffective in different ways and for different reasons. They use emotion, persuasion, factual claims, and cinematic style to influence voters.

You will analyze four sets of presidential campaign ads. Your focus will be different for each set.

- Targeted Audience
- Persuasion
- Emotion
- Style

Most of the ads are thirty seconds long, but others are one minute long.

Due Date

Thursday, November 17

Resources

To complete this assignment, you will need to use the resources provided on the Unit 4b homepage (The Presidency). You will also find a copy of them under a post for Unit 4b Online Assignment #2 in GOPO Announcements.

- Charts
- Rubric for scoring the commercials
- Link to the custom playlist for the selected commercials
<http://www.livingroomcandidate.org/commercials/playlists/Bellaire/what-makes-an-effective-ad>

Instructions

- Print the assignment charts (2 pages).
- Print the rubric (or just look at it online).
- Complete one section of the chart right after you watch a commercial. Do not wait until you have watched them all. (I think that is common sense.)
- Turn in the completed charts (2 pages). I do not need a copy of the rubric or these instructions.
- Please make sure you have written your complete name, date and period on your assignment.

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Use this URL: <http://www.livingroomcandidate.org/commercials/playlists/Bellaire/what-makes-an-effective-ad>

Targeting An Audience	"Surgeon" Clinton, 1996	"Yes, We Can" Obama, 2008	"Criswell" Ford, 1976	"Muchas Gracias" Bush, 2000
Who is the target audience of this ad? General or Specific If specific, identify the audience(s)?				
How do you know?				
Do you think these ads were effective? Why or why not?				
What are some other audiences political campaigns might want to target?				
"Yes We Can" was a web ad. Given its target audience, why did they choose to buy web ads?				

Persuasion	"McGovern Defense" Nixon, 1972	"Accountability" Gore, 2000	"Tank Ride" Bush, 1988	"Rollercoaster" Mondale, 1984
What is the central issue of this ad?				
Does the ad tell you why this issue is important?				
What is the ad's argument?				
Is it convincing?				
Rate the ad on the rubric's scale of 1 to 4 for persuasion.				

After completing the next two charts, come back to this space and list your three favorite ads (in rank order). You may also list 'honorable mentions' if you want.

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Emotion	"The Daisy Ad" Johnson, 1964	"Willie Horton" Bush, 1988	"Morning in America" Reagan, 1984	"Celeb" McCain, 2008
How do you think the makers of the ad want you to feel? How do you know?				
How does the ad actually make you feel?				
What is the tone of the ad?				
What is the ad's argument?				
Does the tone reflect the argument? Why or why not?				
Rate the ad on the rubric's scale of 1 to 4 for persuasion.				

Style	"Bear" Reagan, 1984	"Wolverine" Bush, 1992	"Clinton Journey" Clinton, 1992	"Wind Surfing" Bush, 2004
What do you see in the ad?				
How are the images edited together?				
Do you hear music in the ad?				
Is there a voiceover?				
Are there sound effects?				
Do these effects enhance the ad's argument or emotional appeal? Why or why not?				
Rate the ad on the rubric's scale of 1 to 4 for persuasion.				