

# Political Ad Analysis Worksheet

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	<b>Candidate/Issue Position Party/Affiliation</b>	<b>Ad Type (see below)</b>	<b>Audience Targeted</b>	<b>Key Images*</b>	<b>Sounds Used*</b>	<b>Theme* Key Words (slogans)</b>
Spot #1						
Spot #2						

## Types of Political ads :

- Negative - One candidate portrays the other in an unfavorable light
- Warm and Fuzzy - Candidates make the viewer feel good about the country or his/her campaign.
- Biography & Vision: emphasize the candidate's life or "vision" for America
- Humorous - Candidates elicit a laugh or smile from the viewer.
- Scary - Candidates evoke images of fear (usually combined with a Negative ad)
- Advocacy- advocates for/against a certain position(s) on an issue/person
- Trust: seek to convince voters that the candidate is someone they can trust to lead them during challenging times

## \* Things to pay attention to:

- Colors
- Props
- People
- Symbols
- Clothing
- Music
- Superimposed Words
- Code Words